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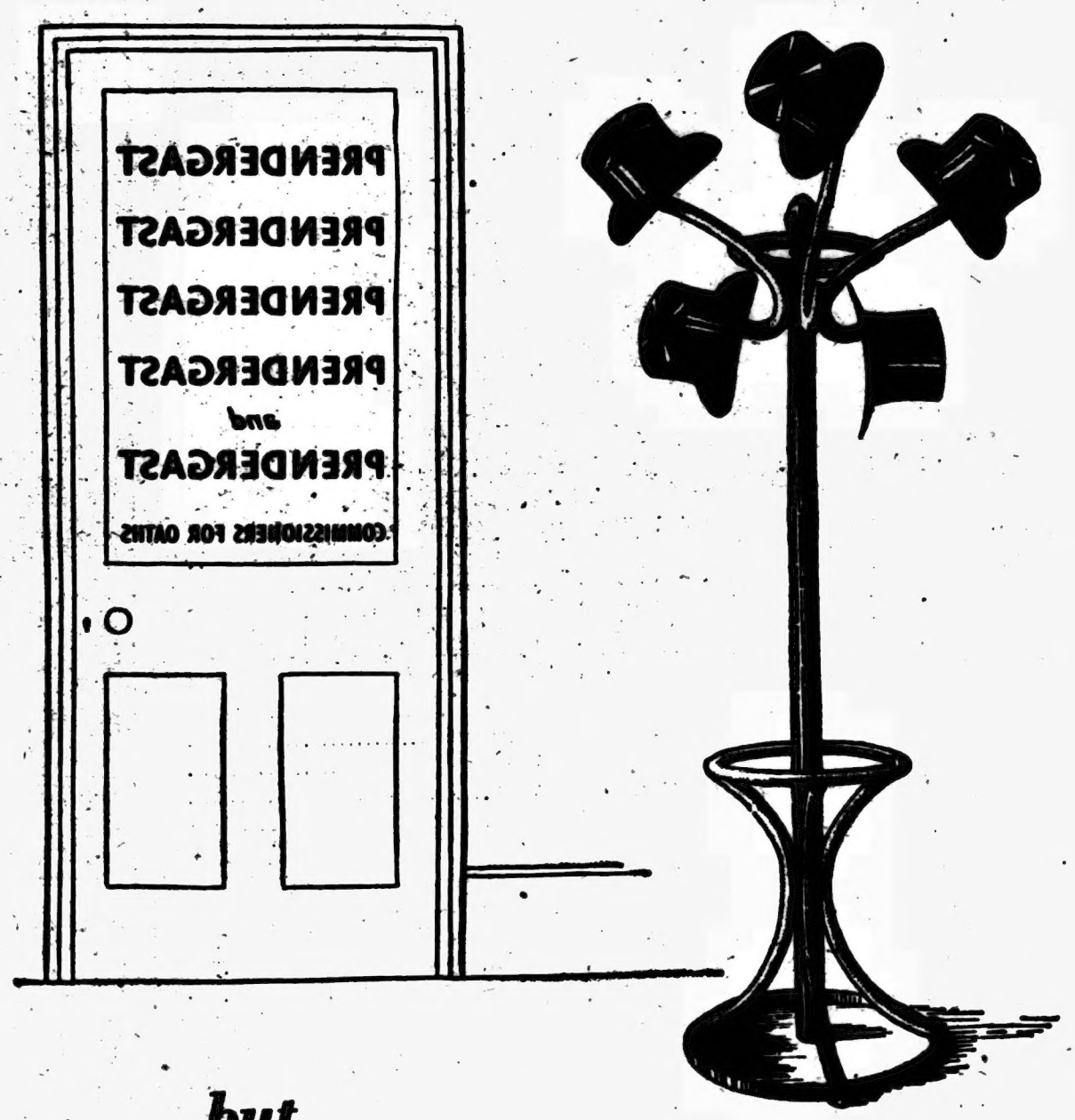

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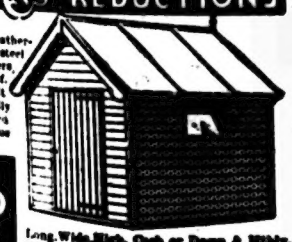

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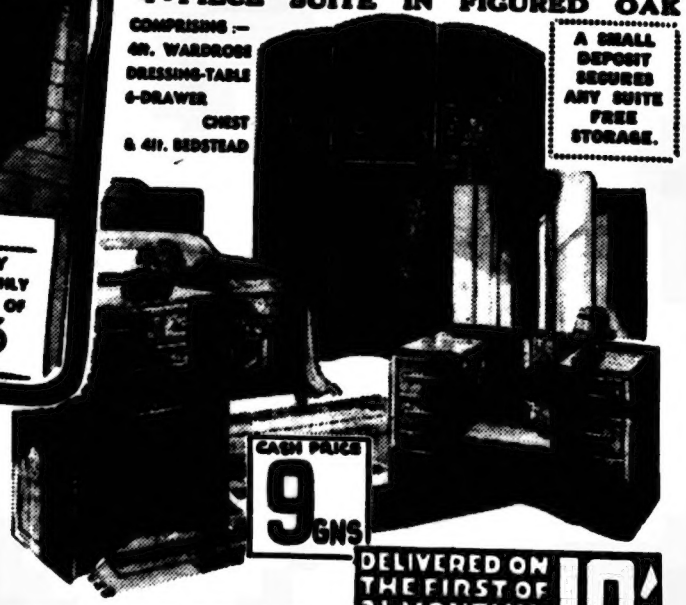

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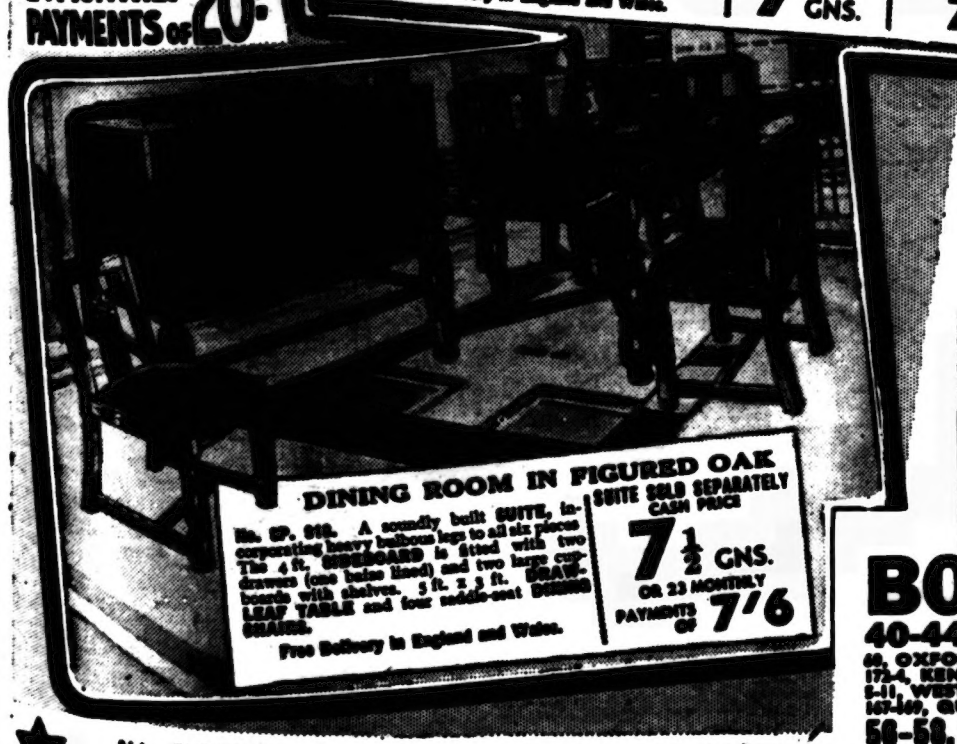

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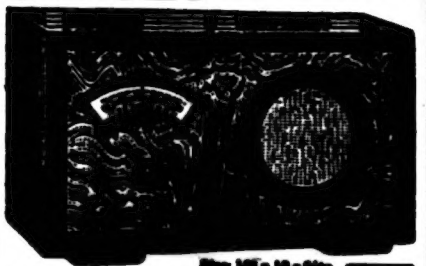

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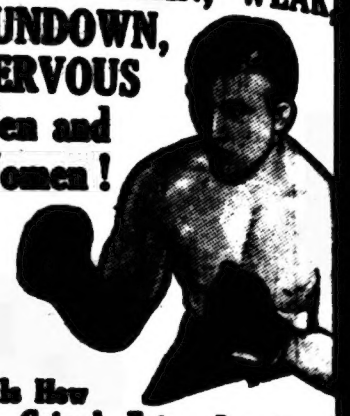

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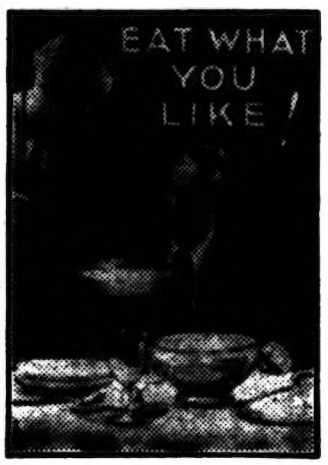

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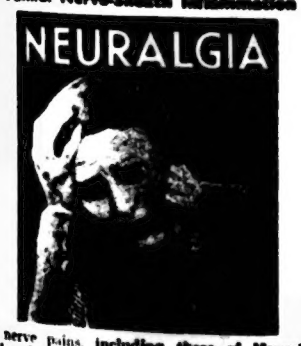
Painful Nerve-Sheath Inflammation



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Don't be alarmed because you suffer from symptoms of palpitation or pain near the heart. It may be indigestion or overstrung nerves. **Shadforth Tonic No. 632** (known as "Blue Lion Fox Nuts") will strengthen the nerves, steady the heart, and tone up stomach and kidneys. Don't imagine yourself into an illness; have a good rest, take the prescription, and be normal in a few days. **Ask for Shadforth Prescription No. 632.** Prices: 1/- (25), 1/9 (50), 2/6 (72), 4/6 (144 pills). This prescription prevents palpitation, faintness, tremblings, run-down conditions, and stops that falling-to-pieces feeling.

The Shadforth Booklet on Heart Troubles (No. J.B. 320) price 2d. post free.

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100 p.c. Purity. 100 p.c. Vitality.

HERE is the Shadforth known, admitted and approved remedy for blood troubles. It eliminates rheumatic tendencies and soothes painful parts. It heals ulcers, sores, boils, eczema, and skin disfigurements. It renews the blood, and blood is life. Ask for **Shadforth Blood Purifying Tablets (No. 1288).** Prices: 2/6, 4/6, and 12/-.

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WITHOUT FEAR OR FAVOUR

Under cover of darkness the cattle arrive at the secret slaughterhouse

Monstrous Meat Scandal

WHEN is something going to be done to stop the worst trade in Britain?

Sellers of contaminated meat are making fortunes and laughing at the various health laws and Ministerial Orders which have been designed to make their trade impossible. And, as usual, the people who suffer most are the poorest.

In the Gosforth area of Newcastle a few months ago 250 people were seriously ill through eating impure meat. At one time there were thirty new cases a day, and the situation became so bad that the entire health services of the district were mobilised and, too late, an intensive comb-out was made of all meat purveyors.

At Petersfield, in Hampshire, a thriving cattle market area, the Chairman of the Council (Mr. C. W. Seward, J.P.) recently declared: "This district is used as a dumping ground for the South of England for diseased animals."

A report had just been presented to the Council to the effect that out of 770 beef carcases examined during the past four months, 224—or one in three—had been condemned.

In a Midlands area there is a group of licensed knackers and "slink" butchers who tour the farming lands within a whole county, bringing in animal casualties for slaughter. They use private farms, and no inspection of the animals takes place. To comply with the law some carcases are brought in once a week for inspection at the central abattoirs.

The wares from such sources are offered for sale in the public markets, generally on Saturday evenings, at knock-down prices to poorer people and unemployed who cannot afford the present retail prices of meat, and wait about for the "cheap bits."

This trade is flourishing because of the Government's food policy, which has put prices beyond the purse of hundreds of thousands; and because of its purblind policy, its blank indifference towards a proper comprehensive system of food inspection.

Some years ago John Bull printed an exposure of our antiquated food regulations and the poor protection which the public received from existing methods of inspection. We returned to our attack a year ago in a series of articles on the faked and bad foods which are foisted on the public.

Since then there has been a host of Orders in Council and new legislation, but no alteration at all in the system of inspection which would make all this new law effective.

There has, in fact, been a change for the worse.

At the Sanitary Inspectors' Conference at Brighton a few weeks ago, Alderman Kinley, of Bootle (and Liverpool is one of the biggest meat entry ports in the Kingdom), flatly alleged that most of the carcases arriving are not inspected, and that hundreds are cut up in a filthy atmosphere and sent all over the country.

The home trade, as we have seen, is as suspect as the import trade. Who is to blame? We blame first the Ministry of Health, and after it the local authorities.

Its own Chief Medical Officer reports that "inspection of meat in England is generally very unsatisfactory . . . it is commonly assumed by the public that all meat exposed for sale has been passed by an inspector . . . this is certainly not true of meat killed in most rural and many urban districts."

He made the reasons clear: meat killed in central or public abattoirs is inspected, but it is utterly impossible to maintain adequate inspection with about only 120 public abattoirs, as against over 16,000 private slaughterhouses.

AND there are not nearly enough inspectors to go round. Their maintenance is the responsibility of the local authorities, and dozens of these are too mean to employ inspectors.

Some local authorities go one better—or worse. In Derbyshire they have been trying to foist meat from tubercular cattle on to the public. The plea is that after the tainted part has been cut away the rest is good, and by selling it at a cheap price they can save on the compensation previously paid when a

There is only one way to clean up the present unsatisfactory situation.

An increase at once in the inspectorate to cover every area of the country, and those inspectors to be under the direct control of the Ministry; compulsory inspection of every beast killed for meat; and to help this work, the abolition of private slaughterhouses in favour of central public abattoirs.

These things we asked for a year ago. This session of Parliament, Sir Kingsley Wood has further health legislation on the stocks. There is time and room for these provisions to be embodied in the forthcoming new food laws. We hope that we shall not have to ask again.

NEXT WEEK
Great New Features

- **A. J. CRONIN:** "What Makes Me Wild,"
- **FOOTBALL POOLS** First article of an intriguing new series . . .
- **Favourite Fiction Characters in Real Life** by Famous Authors
- **A.C.C.:** "What Do You Want Me To Write About?"
- Other distinguished contributors include Duchess of Atholl, Lady Snowden, George Lansbury, Lord Davies, Sir Roger Keyes and Valentine Williams

Straight from the Shoulder

Taxpayer Pays the Dividends

Dearer Food Reminder for Members
Grave Cinema Ushers' Scandal
New Kind of Ghoul

IMPERIAL AIRWAYS announce a dividend of 7 per cent. and a cash bonus of 2 per cent. Profits are stated to be £164,000, as compared with £140,000 last year.

Profits is surely the wrong word to use in this case. Imperial Airways are heavily subsidised by the State. Taking this into consideration, and assuming the grant was the same as 1935-36, the company actually lost more than £200,000 on the twelve months' working.

Shareholders will be pleased, but the taxpayer who provides the subsidy may have other feelings.

Before Imperial Airways directors pass votes of thanks to one another, they ought to bear one or two things in mind.

Service Cancelled

First of all, the slow Hannibal liners operating to Paris ought to have been replaced two years ago. New machines ordered have not yet been delivered. Even then they will be thirty miles an hour slower than machines of competing foreign lines.

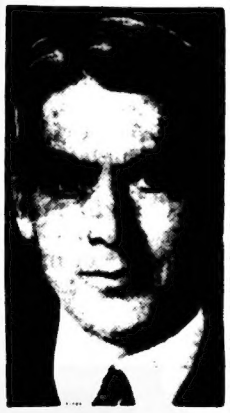
Spectacular flights across the Atlantic ought not to deflect attention from the fact that one important European winter service has been withdrawn because suitable machines are not available.

When Imperial Airways can prove that British civil aviation is equalled by no other in the world, the public will rejoice in higher dividends, but not before.

Shock for M.P.s

Sir John Ganzoni, Chairman of the Kitchen Committee, had a little surprise in store for M.P.s when they trooped in to dine in the newly appointed dining-room at Westminster.

Prices on the menu were higher. Sir John had a very sound justification. The price of foodstuffs has risen since Members went on their long holiday.



Mr. Morrison: now is your chance

Judging by recent apathy, one may be forced to wonder if this was not the first time many M.P.s realised that food prices are getting far too high.

Pardon us also for mentioning one of the various food boards again. Bacon is very expensive and may be even more expensive before the end of the year. Yet the Bacon Board still refuses to establish new bacon factories in England.

Now, Mr. Morrison, it's up to you!

Patience Essential

Are you an inventor? Have you ever tried to approach the Air Ministry with a new idea?

If you intend doing so, study the Book of Job first.

Plain fact is Air Ministry officials will keep you waiting for months in suspense and then turn you down in the end with something approaching impoliteness.

Meanwhile, many technicians of the Ministry are permitted to invent and trade aircraft devices, although they occupy a privileged position. A lot of good ideas are being pigeonholed because they come from outside.

Englishmen's Castles

At Burnley they have eagle eyes reserved for "bug-hunting" in the very commendable cause of public health.

But even municipal bug-hunting can go a bit too far.

Recently a family moving into a municipal house were disinfected and had their possessions stoved. Admittedly, sometimes such precautions are necessary. But this family has suffered an unexpected shock.

The other Sunday a son was refused permission to bring some picture-frames into the house. He wanted to make a cold frame for the garden with the glass.

But the municipal "watcher" declared that nothing must be taken into the house unless it was stoved.

That's why some people in Burnley are wondering whether they are to be treated as unclean creatures all their lives.

Scandal's Paradise

Far too much cheap publicity about Oxford University. From time to time the public is nauseated with books and articles purporting to give the inside story of social life of undergraduates in an unfavourable light.

Their authors forget the grave discredit they do to an honourable institution.

If you look for the seamy side you can find it in all schools, universities, and public institutions in the land. Oxford seems to be the happy hunting ground of scandalmongers.

Insects of the Hour

In every university in the country there are young men working hard to fit themselves for a workaday life that is becoming more strenuous year by year. It is the same at Oxford, where many undergraduates, not too well provided with this world's goods, work while a few useless individuals play.

Remember Burke? Because half a dozen grasshoppers make the field ring with their importunate chink, do not forget those who remain silent.

For the last are the really important inhabitants of the same field and the others are none other than the little, shrivelled, meagre, hopping insects of the hour.

Wise Spending

The best way to reduce unemployment is to create work. The London Transport Board work on that principle.

The latest report of the Board states that £5,743,323 was spent on reconstruction work and the provision of new rolling stock in the course of last year.

And projected new works are to cost a further £20,000,000. The only snag is that a good deal of the work will be delayed because of shortage of steel. It is impossible to get adequate supplies. It is wanted for battleships and guns.

Drinking Dens' Menace

Sir Herbert Morgan, in his inaugural speech as President of the South Dorset Licensed Victuallers' Association, declared that legislation in regard to bogus clubs should take precedence over the proposed prison reform.

Timely words on bogus clubs

We do not entirely agree. But we take this opportunity to endorse Sir Herbert's contention that bogus clubs are one of the main causes of drunkenness in this country and a potential breeding ground of criminals.

It would astonish the lay public to know how many so-called clubs exist in the country. The authorities know full well.

Yet they appear to be quite willing to forgo adequate licensing fees at the expense of the legitimate trader and ultimately the Exchequer.

Religion's Harpies

The ghouls who write to the bereaved telling of facilities for the supply of tombstones almost before the funeral has taken place are well-known pests of society.

Their unctuous letters have distressed tens of thousands.

Here is something equally disgusting that is done in the name of religion. Several readers write to complain that a day or two after death notices have appeared the post has brought them packets of religious tracts sent out by various organisations.

In the presence of death there come thoughts of eternity that require no printed matter to emphasise.

Education's Slump

Sympathise with the lady who answered an advertisement for a doctor's receptionist who must have a university education and medical experience; salary, £4 a week.

She turned up at the agency's office at 10 in the morning—to learn that the list of applications had already been closed, that more than 400 women had applied!

Does that make you feel like stinting yourself to provide a good education for your daughter? Or do you believe, like the Greeks, that the Golden Age came to an end a few score thousand years ago?

Dignity Grows Impudent

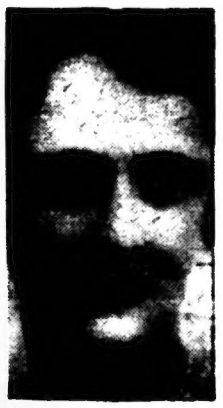
A question may be raised in the House of Commons why convicted motorists should have to mix with common criminals in prison.

It is contended that men who drive cars dangerously or drunkenly are far superior to the usual type of ne'er-do-well, and that their feelings should be considered accordingly.

Here is a warped mentality, surely. A criminal is a man who contravenes the laws of society, and the motorist who runs amok with his car is as much a criminal as the man who wanders down the street with a gun.

Silver Screen Slaves

Thousands of cinema ushers are being overworked. Lady Astor contends that one in five works sixty hours a week; she knows of cases where girls work fifteen hours a day.



In the lists again

Mr. Ernest Brown, our evasive Minister of Labour, contents himself with informing the noble lady that he is collecting information on the subject.

That sort of procrastination will not do. Millions attend the cinema every day, but no one wants to enjoy the pleasure at the expense of galley-slave labour. Furthermore, cinema girl ushers are among the most courteous girls in the community.

Leaves Us Speechless

A few days ago a Means Test agent called to see an unemployed worker in Cardiff in regard to his unemployment pay.

The man happened to be in another part of the city looking for a job. The official was extremely angry and said that the man ought to be at home when he called to ask questions, although he had given no warning of his impending visit.

Comment is unnecessary.

Knock-outs

Sir Kingsley Wood says no Foreign Secretary has shown such devotion to the League as Mr. Eden. Who was it who said that fine words butter no parsnips?

* * *

The prison governor who says that bigamists make the best gardeners might add that their favourite crop is Love-lies-bleeding.

Wonderland

ALWAYS thinking ahead for the benefit of its great family of readers, "JOHN BULL," this week, makes a thrilling announcement on the centre pages—something that will make the happiest possible Christmas gift for thousands of children.

It is "The Favourite Wonder Book." In it there are 768 big pages, more than 300 entirely new illustrations specially drawn for this work, including a frontispiece and magnificent full-page plates in full colour.

Here are tales of the widest variety, the greatest stories of all time—fairy tales, modern wonder stories, adventure thrills, stories and poems of romance, adventure and fantasy.

Look at the brilliant company of world-renowned children's writers whose work appears—A. A. Milne, Kenneth Grahame, E. Nesbit, George Macdonald, Charles Dickens, the Brothers Grimm, R. L. Stevenson, to mention but a few.

Gold-embossed and magnificently produced you would consider this marvellous volume a bargain at £1 1s. 0d. Yet it is offered as a Presentation to every "JOHN BULL" reader on astonishingly low privilege terms. Never, never has there been a book such as this!

But you must act immediately to make sure of your copy. Turn to the centre pages and complete and post your Reservation Order Forms TO-DAY!

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Friendly Society Funds Sensation

IT will surprise many people to learn that there are more than 20,000 Friendly Societies in the country with no proper system of auditing. In the course of a year millions of pounds are invested in these bodies by poor people.

There is no uniform system of accounting in these benefit societies. In many cases the money side of the organisation is left almost to chance. And altogether the total funds amount to £130,288,545; with membership of 7,896,595.

Grave losses have arisen not only through dishonesty of officials, but through sheer incompetence and lack of elementary knowledge of figures. The amount of loss in the last ten years through various causes exceeds £200,000, and more than 800 different societies and officials were involved.

For many years the question of the control of Friendly Societies has been one of immense difficulty. It was some time ago that the Chief Registrar of Friendly Societies began to get alarmed and warned the public of the menace to their savings and thrift through the employment of dishonest or ignorant officials.

He asked the various societies to employ public auditors, but his request fell on deaf ears for the most part. Defalcations continue to occur, and the hopes of many who have saved up for sick benefit or other relief are frustrated by an empty chest or an absconding treasurer.

☆ How reluctant the smallest societies are to employ public auditors is illustrated by the fact that in 1935, the last year for which figures are available, there were but 2,197 properly audited societies.

This figure was an increase of round about 400 in four years. In 1932 there were 1,821. In 1933, 1,912. In 1934, 2,022. But that still leaves 21,003 without proper supervision.

If the present voluntary system continues to operate it will be 200 years before all Friendly Societies have a proper system of control.

It is all the more surprising because the actual cost of auditing amounts to very little—a Friendly Society may employ a public auditor for £3 3s. where the gross receipts do not exceed the sum of £3,000.

Beyond that, the auditing fee is one guinea for each additional thousand pounds up to £10,000. After that, special arrangements are made. This invariably happens in the case of big societies.

In the light of this fact, it is amazing to find societies obstinately holding out against public auditing by which the interests of all are safeguarded and the money invested put to its proper use, according to the local rules.

In many cases local treasurers are ignorant people who sign official forms without troubling to read them. In fact, it has been found on more than one occasion that the treasurer of a society has been a man who could hardly read or write, and yet he has been in charge of the savings of all the poor people in his district.

It is because the immense sums invested in the 23,000 societies are largely contributed by very poor people that this scandalous state of affairs should not be allowed to continue.

☆ Most Friendly Societies are admirably run and undoubtedly serve a very useful purpose. One must consider such first-class bodies as the Manchester Unity of Oddfellows, with 4,000 branches and funds of £22,500,000, and the Ancient Order of Foresters, with 3,300 branches and funds of £14,500,000.

These are powerful, well-run organisations which do an immense amount of good work in encouraging thrift and in assisting their contributors at times of sickness or bereavement.

But there are far too many small societies and lodges which are just frauds on their poor members.

There was a case of the Hawarden, North

In spite of warnings and appeals by the Chief Registrar of Friendly Societies—Mr. John Fox—there is no diminishing in the number of fraudulent cases

Wales and West Cheshire District, Loyal Order of Ancient Shepherds, Ashton Unity, Friendly Society. A false return was made and duly investigated. Before proceedings were completed it was found there had been defalcations of the very important sum of £5,109 14s. 11d.

This was due to incompetent accountancy on the part of some officials and deliberate dishonesty on the part of one of them. He was the district secretary, and was found guilty of embezzlement, being sentenced to eighteen months' imprisonment.

☆ Here was a case which was investigated by the Chief Registrar of Friendly Societies. He enquired why it was necessary to keep so large a sum as £3,375 9s. 7½d. in the bank at the end of the year.

As the amount had been increased gradually for several years, he also asked for the balance to be supported by a certificate signed by the bank manager in question.

After long delay that certificate was forthcoming, but it showed only a balance of £912 7s. 7d.

The District was fined for making a false return and the lay auditors, Richard Hughes and Llewellyn Jones, were prosecuted in Hawarden Police Court in March, 1935, on a charge of aiding and abetting the making of a false return and were also fined.

Afterwards the accounts for 1933 and 1934 were placed in the hands of a public auditor, who discovered the defalcations amounting to over £5,000 referred to above.

Again, in the account books of the City of Cardiff United District L.O.A.S.A.U., a number of erasures and alterations of a suspicious character were found.

This same branch purported to have a balance at the bank of £925 8s. 10d. But when the bank manager's certificate was forthcoming it was discovered that the account was *overdrawn* to the amount of £1 10s. 1d.! Here the lay auditors stated they had not seen the actual money, and had moreover not taken any steps to vouch for the accuracy of the statement of account. They also said they knew alterations had been made in the return, but they had not seen them.

Naturally, summonses were taken out against the lay auditors, Moses Clarke and William Pinches.

They appeared before the Stipendiary Magistrate at Cardiff City Police Court on May 17, 1935. They were duly fined.

Further investigations by a public auditor revealed deficiencies of £932 1s. 10d., for which the treasurer and a former secretary were responsible. But here, again, it was impossible to apportion the blame on account of the haphazard way in which the books had been kept.

Before the investigation was complete, the former secretary had died. The treasurer accepted responsibility for £675, and handed over cash, which was accepted as absolving him from further blame or responsibility.

This was a typical case of a prosecution of lay auditors by the Chief Registrar's office. It also was an illustration of the tremendous delays which must ensue before a case can be fully dealt with.

Under the present regulations, the accounts of a society must be made up on the last day of December. But the returns must reach the Chief Registrar's office not later than May 31, the following year.

There is so much pressure of work on the limited staff at the disposal of the Chief Registrar (they have to deal with trade unions, building societies, and the like) that very often a matter of months pass before an individual society comes up for review.

☆ When it is quite obvious that returns have been falsified or are hopelessly inaccurate on account of incompetent accountancy, enquiries are first made by letter. Often such correspondence will extend over a period of weeks or even months.

Eventually the Registrar decides that here is a case for prosecution. He initiates proceedings, and there are further delays. It often happens that, by the time the matter reaches the police court, individuals in question had died, or left the district, or disappeared altogether.

It is impossible to recover the money, and the savings of the very poor have been lost.

Legislation is badly needed to speed up the progress by which proceedings can be started against defaulting officials.

At a modest estimate it can be taken that fifteen to eighteen months elapse between the commission of an offence and its final investigation.

The present system lends itself to abuse of all kinds. There are no regulations in regard to the nomination of secretaries and auditors of local societies.

Frequently men are chosen because they are popular, and are "good fellows" in the township or village. No attention is paid to their abilities as accountants or knowledge of finance. That does not matter. The result is often disaster.

Perhaps the greater part of the losses in the societies is due to nothing more than incompetency, but the presence of a lot of money is often too great a temptation to a secretary or auditor, who himself may also be a very poor man, although presumably a "good fellow."

It can safely be said that in spite of warnings and appeals by the Chief Registrar, there is no diminishing in the number of cases which have to be dealt with because of fraudulent, false or otherwise imperfect returns. That is a very serious situation. It is a situation which must not be allowed to exist indefinitely.

☆ Public auditing is compulsory in the case of all Industrial and Provident Societies. These are registered under the Act of 1893, which defined such a society as one for "carrying on any industries, business or trades specified in or authorised by its rules, whether wholesale or retail."

Such a society is now the vast Co-operative Wholesale Society, in which millions of poor people have their investments. But every penny expended comes under the watchful eye of an auditor appointed by the Treasury.

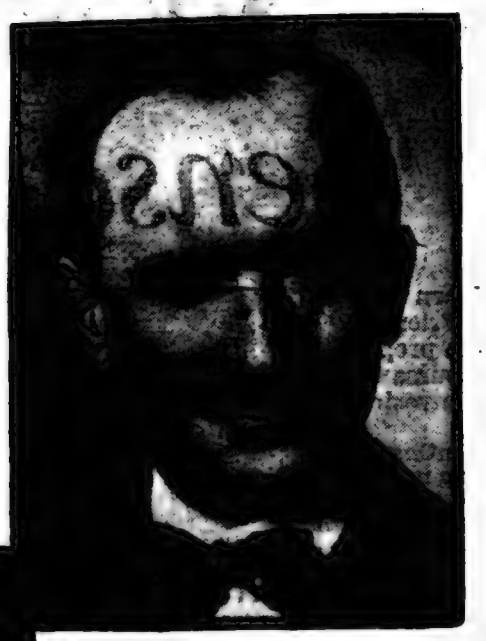
No such rule applies to Friendly Societies, with the result that roguery and fraud go on every day, frauds that are often discovered too late to effect any redress.

They bring misery to the unhappy poor who have pinned all their faith in the society, and contributed their pennies and sixpences with a conviction that in the event of sickness they would be certain to obtain benefit.

EXCLUSIVE INFORMATIONS DIRECTED BY SIR WYNDHAM CHILDS

Property Company Pitfalls—

A TIMELY WARNING



Lord Ypres and Lord Halsbury, K.C. They were quite unaware of the perilous position

SO disquieting is the nature of information which has been reaching me lately regarding the financial position of certain property societies that I am impelled to suggest to the President of the Board of Trade that no more time should be lost in undertaking the fullest official enquiry into the position of and the law relating to companies of this kind.

Quite recently, I find, nearly £5,000,000 has been subscribed to property societies, almost exclusively by small investors who have accepted promises of safety and security.

I am not at all surprised that Mr. Justice Symonds has just had to make orders for the compulsory winding-up of two of these societies.

* * *

The facts now before me, indeed, force me to the unhappy conclusion that in the very near future the judges will have to hear many more petitions for the dissolution of companies of the kind.

In these columns early this year I had to give a public warning regarding the General Mortgage Society (Great Britain), Ltd., of New Bond Street, London, W.

Like most property societies of the type I have in mind, this company—which is only registered under the Industrial and Provident Societies Act—launched an extensive advertising campaign to attract small investors.

"Security With Control" was blazoned as the slogan of the General Mortgage Society, which offered interest on investments at the rate of 6 per cent. per annum, to be paid half-yearly.

Boast was made of the fact that, in addition to having bought up no fewer than twenty estates, the society owned numerous properties, including 374 houses, 389 flats and 22 shops.

* * *

The purchase price of these properties was mentioned at £340,000 and the gross annual income at £47,000. Revenue was estimated as sufficient to pay the interest on debentures "three times over."

For the further encouragement of investors and prospective investors, the General Mortgage Society has been circulating a magazine named *Advice*, containing a central feature entitled "Words of Cheer."

Investors never needed cheer so much as they do to-day, after having been told so often and so emphatically that this form of investment would provide them with both unrivalled security of capital and a good, steady income.

Until not long ago the General Mortgage Society was directed by Mr. H. J. Greville and Lieut.-Colonel Sir John F. Payne Gallwey.

* * *

Later, two important names—those of Lord Halsbury, K.C., and Lord Ypres—were added to the directorate, and there can be no doubt that their appearance on the board inspired further and greater confidence among small investors.

But none of these titled men can be held in any way responsible for the difficulties of this society, with its authorised capital of £1,000,000, which will now become the subject of official enquiry.

It was not, in fact, until Mr. Greville, the managing director, had a breakdown in health and went to the South of France, that Lord Halsbury, Lord Ypres and their fellow directors discovered themselves that its affairs were very far from healthy.

So serious is the position of certain other property societies that the public should be well justified in exercising extreme caution towards those of them which so freely promise security and use the frequently repeated statement that they possess the "Golden Key to Sound Investment."

* * *

Small investors would be more on their guard if they would only appreciate the seriousness of the fact that property investment concerns of this kind, by their registration as friendly societies, are outside the scope and additional safeguards of the Companies Acts.

No more control can be exercised over them by the Registrar of Friendly Societies than the enforcement of statutory requirements in regard to rules.

That responsible official is so powerless otherwise that he cannot interfere in or even question their internal affairs, or use any authority to ensure a form of good management which would give reasonable protection to small investors and shareholders.

Certain societies have adopted practices in drawing up their accounts which cannot be considered prudent.

Tens of thousands of people throughout the country are gravely affected.

I am confident that I will not appeal in vain for Government action if the expert advisers to the Board of Trade will collaborate in the investigation of what is becoming a very large-scale scandal.

ANGEL'S UNHAPPY CRASH

ONE of the most brilliant and impressive displays made in the gown and millinery business lately has been that of a firm calling itself Messrs. Debbs, Ltd., with headquarters in Victoria Street, London, S.W. The enterprise of Debbs, Ltd., has been remarkable. Branch establishments have been opened at costly rentals and the firm has become well known among the public for the elegant and luxurious fronts with which its various premises were adorned.

If the impression made on the public by the activities and splendour of Debbs, Ltd., was a good one, the effect on the creditors of the firm in the last few days has been very much different.

This glittering firm is now in a hopeless position and the numerous people who are facing serious loss in consequence of having reposed their trust in it seem to have good reason for anger and for seeking an exhaustive probe.

Behind the operations of Debbs, Ltd., has been a woman named Mrs. Deborah Angel. It is now known that it would not have been possible to pass a resolution for the voluntary liquidation of the company for no other reason than that she—the principal shareholder and director—did not put in an appearance.

* * *

However, it would have been absurd, from what is now becoming known about the affairs of Debbs, Ltd., if any of the large company of creditors had agreed, in any circumstances, to accept a scheme of voluntary liquidation.

In the business community in recent years there can have been few greater surprises than that caused now by the collapse of Debbs, Ltd., which has incurred a £10,500 deficiency after a short period of trading.

On behalf of the many firms and individuals who have to suffer, it is only proper that there should be thorough investigation, particularly in the light of a statement that until lately the business was a successful one.

Stringent enquiry is also necessary into allegations—made in extenuation of the present position—that there has been embezzlement by a servant of the company and that its difficulties have been intensified by a series of accommodation transactions.

Most unfortunate of all the events in the last few days, however, has been the failure of Mrs. Deborah Angel to face the creditors of the company.

* * *

Even her lawyers have been unable to explain her non-appearance—for the simple reason that she has told them nothing, at the height of the crisis in the affairs of Debbs, Ltd., about her movements or to explain her absence.

The glitter and glory that surrounded the birth and life of Debbs, Ltd., has been sadly dimmed now that investigation is passing into the Official Receiver's department by the unanimous decision of the creditors.

There is every reason for an earnest appeal that the official enquiry about to be opened shall be deep and thorough.

Bogy for Housewives

NO more peculiar organisation has come into existence in recent years than one which has just begun to function under the title of the Householders' Anti-Annoyance Society, with an imposing address in Princes Street, Hanover Square, London, W.1.

Householders everywhere in the country are receiving literature from the Society earnestly soliciting their support in what is described as a vast campaign being waged to put an end to house-to-house visits from representatives of traders and other commercial organisations.

You may or may not be anxious to co-operate in some scheme of the kind. If you are, you would be well advised not to do so under the auspices of this particular Society, although it purports to have sufficient influence to "compel" the authorities to take action.

To begin with, the Householders' Anti-Annoyance Society is nothing more than a sham. It may, in fact, be justifiably described as a myth.

Everyone being canvassed by the strange Society is invited to send a donation to its funds and it is indicated that a contribution of even sixpence will be welcome.

Anyone who parts with money to this concern will deserve to lose it after being acquainted with the truth.

This is that the address in Princes Street, Hanover Square, from which it is broadcasting circulars and appeals throughout the country, is no more than an accommodation one.

No one at the office can give any more information about the H.A.A.S. than that the secretary of it calls regularly to collect the mail—containing the subscriptions from people who have been foolishly persuaded to lend their support.

Most extraordinary fact of all is that at this accommodation address it is declared that not even the name of the secretary is known and that no one else connected with the supposed Society has ever been seen or heard of.

Various efforts have been made by direct approach to obtain first-hand information about the real purposes of the Householders' Anti-Annoyance Society and about the manner in which the money it receives is being expended.

As every attempt to extract definite information has been foiled or ignored our advice to householders is to use the literature of the Society for fire-kindling purposes.

DREAD BIRCH SENTE

IN the King's Speech of the new Session few days ago, spe was observed, was laid on a statement that i tion of the Governmen early date with the n juvenile delinquents a in the courts.

It has been known that, to hasten the r purposes he has in Secretary has had aro groups of advisers wh lecting information wh vividly the urgent ne and drastic curtailmen powers of the magistra

To JOHN BULL this d King's Speech is a c satisfaction. For some Parliament in increasi been uneasy about th have had to make so tionably it is an agita have been conducting p months behind the sce to the Cabinet's decisi mendous reforms in the

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We have every reaso the first change to be i to make it compulsory of the probation syste instead of, as is now t tice, ordering young bo detained in institut punished by the br birching.

The Home Secreta change the present should be strengthened an appalling case happened in Scotland.

At Airdrie, a nine-y had been guilty of petty ordered to have six str

The Rev. James Barr, M.P. for Coatbridge. The boy is in his constituency

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DREADFUL BIRCHING SENTENCE

IN the King's Speech at the opening of the new Session of Parliament a few days ago, special emphasis, it was observed, was laid by His Majesty on a statement that it was the intention of the Government to deal on an early date with the manner in which juvenile delinquents are being treated in the courts.

It has been known for some weeks that, to hasten the realisation of the purposes he has in view, the Home Secretary has had around him certain groups of advisers who have been collecting information which has revealed vividly the urgent necessity for swift and drastic curtailment of the present powers of the magistracy.

To JOHN BULL this declaration in the King's Speech is a cause for special satisfaction. For some time Members of Parliament in increasing numbers have been uneasy about the revelations we have had to make so often. Unquestionably it is an agitation which they have been conducting privately in recent months behind the scenes that has led to the Cabinet's decision to make tremendous reforms in the law.

* * *

We have every reason to believe that the first change to be introduced will be to make it compulsory for greater use of the probation system to be adopted instead of, as is now the common practice, ordering young boys and girls to be detained in institutions or to be punished by the brutal process of birching.

The Home Secretary's resolve to change the present state of affairs should be strengthened by the facts of an appalling case which has just happened in Scotland.

At Airdrie, a nine-year-old boy, who had been guilty of petty thefts, has been ordered to have six strokes of the birch administered—with a doctor in attendance.

The Rev. James Barr, M.P. for Coatbridge. The boy is in his constituency

Three times in his short life this little lad has had pneumonia.

The small offence for which he is to be so cruelly punished was his first one.

Never before has a boy of this age in such circumstances had a sentence of this terrible kind passed on him.

A fervent but futile appeal has been made to Sheriff A. D. Donald to reconsider the extravagant sentence.

When it was suggested that the case was eminently one for a probation officer to have in his care, the Sheriff insisted that the birching must take place.

A probation officer who was present in court could not entertain the idea of undertaking control of the little boy after punishment had been inflicted.

He, like most other probation officers, is only too well aware that birching sentences carried out by police officers are not a deterrent to juvenile crime.

They only "harden" the young offenders. So much so that considerably more than one-half of the boys ordered to be flogged in recent years have been in trouble again within a few months.

When the story of this dreadful punishment of a nine-year-old weakly child is related in Parliament, the Home Secretary should have no difficulty in obtaining the powers he now desires.

No body of people knows better the sad consequences of official harshness to the families of the unemployed than officers of the Salvation Army and the N.S.P.C.C. Everywhere their compassionate work will be multiplied this winter

Shameful Mass Evictions

GRIM evidence is accruing that, in the approaching winter, the lot of the workless and their families who have exhausted unemployment benefit and become dependent on public funds is likely to be made still more severe by the harshness of the authorities.

Very cruel and pathetic in its consequences is the insistent demand of those entrusted with the relief of the unemployed that, before anything is spent from their meagre allowances on food, heat, clothing and so on, their landlords must first be paid rents, however high, in full.

* * *

So little is usually left to the workless after their landlords' demands have been met that, in countless cases, their families are existing in the deepest destitution.

And see what can happen when their domestic plight becomes so terrible that their landlords cannot be satisfied.

Mr. Alfred Watkin, who is at present being given temporary shelter, with his wife and three young children, at Grove Road, Mitcham, Surrey, has for months scoured the towns and countryside on a futile quest for a job.

* * *

He and his wife and children had, in the end, to throw themselves on the mercy of the unemployment assistance authorities.

It was decided that the five of them should receive an allowance of £2 0s. 6d. per week.

This sum was to include £1 7s. 6d. for inclusive rent and rates.

So the five members of the Watkin family were, in fact, provided with 13s. a week to obtain the necessities of life!

With the onset of the recent raw weather, two of the children were stricken down with acute bronchial trouble.

Mr. and Mrs. Watkin were in a dilemma. For days they went without food themselves so that the suffering babies should want as little as possible for medicines, nourishing foods and other necessary comforts.

But, even with great sacrifice, 13s. a week among a family of five in such circumstances is a hopeless proposition.

It was inevitable that Mr. Watkin should draw, in the emergency, on the money set aside for the landlord.

Soon the unemployment assistance officials were made aware that the rent was in arrears. They retaliated by making the Watkins' position far worse. *They reduced the £2 a week allowance to the family to £1.*

There was then, of course, less likelihood than ever of the landlord getting even his current rent, apart from the small arrears.

* * *

So he has ejected the Watkin family from their home at twenty-four hours' notice. Their furniture has been taken to and stored in a garage and, for a few days at least, they are assured of accommodation by kindly people in Mitcham who found them homeless and took them in.

For the winter, however, Mr. and Mrs. Watkin and their kiddies have the choice of two prospects—dependence on private charity or the workhouse.

The ruthless manner in which defenceless people are now being dealt with is apparent from the remarkable fact that the year 1937 has established the melancholy record of witnessing the greatest number of evictions of the poor and helpless from their homes that has ever been known.

But in all the multitude of sad cases that have happened this year, few have been so terrible as that of Mr. Edgar Stace, of Frogmore House, Wandsworth, S.W.

* * *

In the next few days the Wandsworth Council intends to hand a warrant to the police empowering them to enter Stace's premises—which are his shop and home—and to eject him into the street.

Stace is completely paralysed in the lower limbs and can only be moved in an invalid chair.

It was the Wandsworth Council, which is now about to turn this helpless cripple out of home and business, that first put him on the road to ruin.

For twenty years he had carried on a small but solvent business in the district as a boot repairer. Then, two years ago, the Council decided to demolish his premises and not to pay him a penny-piece of compensation.

Stace was able to get another shop and house, but he had to create a new business in another neighbourhood. As customers were slow in coming to him he went out daily in his invalid chair to canvass for business. But, even so, his income was so slight that his rent to the Council fell into arrears.

* * *

For some time past Stace has been doing his best to discharge this debt to the Council at the rate of £1 a week—a splendid effort by a man in his crippled and impoverished condition.

It has not, however, been good enough for the authorities. This week-end, although Stace has not a shilling for food or shelter and cannot leave his chair, he and the contents of his shop and home are to be mercilessly jettisoned.

The worst and most unrelenting private landlords are not quite so savage as the Wandsworth municipal authorities.

Young Pit Martyr

REGINALD MITCHELL, a nineteen-year-old coal mine worker, of Aylesham, Kent, died a few days ago from injuries received in the pit.

The youth's father sat by his deathbed. Before he passed away the lad was asked to describe what had happened.

"Dad," was the dying young man's reply, "I don't want anyone to suffer for this. It will do me no good now."

Not a word of explanation about the accident could be extracted from Mitchell in his last minutes of life.

Just before he died he raised his head and said: "If I have lived and died and done any good, I shall be satisfied."

The death of young Mitchell should do a great deal of good for the miners of Britain—if the Secretary of Mines will himself investigate the tragedy and act on the information he obtains.

The circumstances of Mitchell's death attend, in one form or another, nearly one half of the terrible list of fatal casualties that occur in the coal mines.

The lad, like so many other pit-workers who have died, should have been alive to-day.

* * *

Mitchell was at work at a very dangerous spot. The pit roof was supported by a girder which was being kept in position by a single central prop.

If there had been two props—one at each end of the girder—as there should have been, the work of the pit could have gone on in absolute safety.

As it was, the single prop was in the direct line of a side gateway through which tubs of coal had to be pushed. As was almost inevitable, one of the coal containers struck the prop, the girder was released and the roof collapsed.

Young Mitchell will not have died in vain if the Secretary for Mines uses this case to justify amendment of the safety regulations. Miners who know they are in peril should have easier and speedier access to those who are, in the long run, responsible for the negligence or faulty supervision which places the men in danger.

~~Your Watchdog~~ Barks!

See Next Week's "John Bull"

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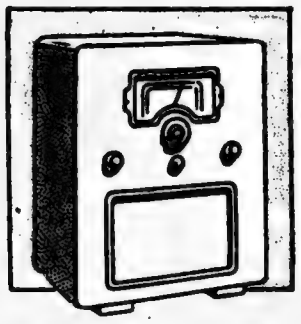

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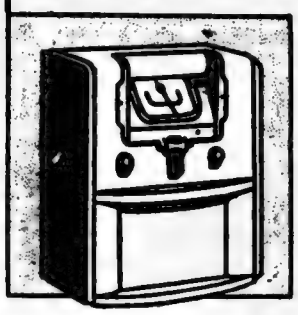

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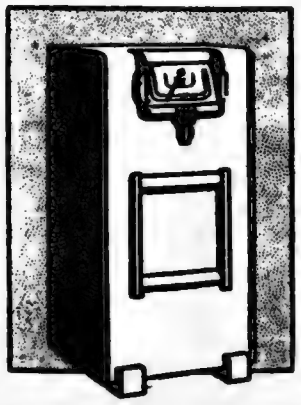

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CANDID COMMUNICATIONS

Public Had the Last Word

Still Too Much Homework—Give Generously on Poppy Day—Cinemas in Church—Scandal of Village Water Supply

DEAR LORD STRABOLGI,—I note with some astonishment you have been telling the American people that it was the "indignation of dowagers" and the "wrath of the aristocracy" which had more than a little to do with arousing opposition to ex-King Edward's desire to make Mrs. Warfield the Queen.

If she had been a rich American snob, you say, instead of a democrat who had known poverty, events would have turned out very differently.

It is shocking to find such sentiments expressed by a man who, as a Liberal M.P. and later a Labour M.P., had for so many years opportunity to learn the mind of the British people. You should know better.

No doubt there *were* some objections in narrow snobbish circles to the idea of an American commoner as Queen.

* * *

It was not dowagers, bishops, or even Cabinet Ministers who settled the outcome of that crisis.

It was the British public who had the last word, and their objections to the marriage had nothing whatever to do with snobbery.

You must know perfectly well what their objections were. You must know also that the British public would have been very happy to see a British King marry a democratic American girl.

Not all the dowagers in Britain could have delayed such a match for an hour. For the people would gladly have seen a girl of the people step to the Throne, and had she been American, in addition, they would have cheered it as a union of two great democratic peoples.

* * *

In this case there were considerations which had nothing to do with birth or nationality. They concerned certain standards about which the British people may not say much, but about which they care deeply. Their American cousins likewise care for these same things.

Instead of emphasising this, you libel the British public by pretending that the snob-gossip of a handful of "dowagers" counts more in determining great events than public opinion itself.

You strike a blow at Anglo-American friendship by telling the democratic American people that Britain is ruled by snobbery.

Are you not in danger of ceasing to know your own countrymen when you deliver such judgments? For a man who wishes to serve his country, that is the greatest of all dangers to his chance of success.—JOHN BULL.

Dr. A. C. W. ROSE,
Bishop of Dover

MY LORD BISHOP,—You have very rightly permitted a cinema service on Sundays in a Sittingbourne church.

In the meantime, the local authorities are debating the advisability of Sunday opening for local cinemas.

That is beside the point. You realise that the ordinary man wants relaxation as well as devotion on the Sabbath and that the Church can provide both.

There are lessons to be learned from good films as well as sermons.—JOHN BULL.

Rt. Hon. LESLIE HORE-BELISHA,
Minister of War

DEAR SIR,—You are endeavouring to make the Army more attractive to young recruits. You have my support.

I notice, however, you frequently ask for more recruits for the anti-aircraft units of the Territorial Forces. But what are the inducements?

Come down to facts, and you find that the recruit must pay out of his own pocket for his desire to serve his country.

One shilling a night is allowed for his travelling expenses up to 26s.—in the course of a single year. Often expenses are far more than a shilling, and in a short time he is out of pocket.

There are many who are keen to put in 104 drills in the twelvemonth, apart from the annual camp. Must these eager young men be forced to pay their own train fares? It hardly seems fair. —JOHN BULL.

You libel the British public

JANET BREEZE,
Salford Brow, Manchester

MADAM,—Some women outrage all the instincts of womanhood. You are one.

For being drunk in charge of a pram containing a three-month-old baby—and there were two bottles of beer in the pram—you have rightly, but mercifully, been sent to jail for a month.

But I doubt if even a year in a cell could make you realise your worthlessness.—JOHN BULL.

DEAN OF DURHAM: You say Boy Scouts' Association is founded on non-religious motive. Don't you ever read papers and see what your fellow clergymen say in its praise?—JOHN BULL.

The ALMONER,
London Chest Hospital

SIR,—You wrote to Mr. G. H. Tomkins, of Woolwich, on October 18, pointing out that certain payments were due to your hospital on account of in-patient treatment to his wife.

Your letter reads: "Will you kindly let me have the £1. I see that you did not pay anything after September 17 and your wife did not go out until October 3.

"I hope Mrs. Tomkins has been going on well since her discharge from hospital."

By this time you may be aware that Mrs. Tomkins died in your hospital after a very painful illness on that same October 3 mentioned in your letter.

Mr. Tomkins has written to me, making no complaint of the treatment given to his dead wife, but simply protesting there is something wrong in the administration of your hospital which can add just a little more to his sorrow.

I suggest there is something very wrong indeed.—JOHN BULL.

Capt. W. G. WILLCOX,
Organiser, "Poppy Day" Fund

SIR,—Last year your admirable organisation raised the magnificent sum of £540,194 18s. 11d. for the British Legion by the sale of poppies on Armistice Day.

You have not relaxed your efforts in the past year to make ready for another bumper collection.

It ought to be the aim of the public to beat even last year's figure, and give you and the British Legion the reward they merit.—JOHN BULL.

SIR JOHN REITH: You have authorised house-to-house investigation as to what listeners really want, but make no promise to be guided by results. Why, then, waste valuable time of investigators?—JOHN BULL.

CHARLES MUGGLESTONE,
Child Beater

SIR,—Or don't you think that too polite an address to a man of your kind?

You are spending three months in jail. I do not think the sentence was half heavy enough.

One day your twelve-year-old child Joan came home late from school. She was terrified of you and ran to hide. You followed her, dragged her down the stairs, and kicked her as she lay prostrate.

Charles Mugglestone, you have done this kind of thing before. What you ought to get is a sound thrashing on top of the three months the magistrates so properly gave you.—JOHN BULL.

Rt. Hon. Lord HEWART OF BURY,
Lord Chief Justice

MY LORD,—The country can always rely on you to give a common-sense lead in vital issues, apart from those of the law.

You have made a timely appeal on behalf of unemployed professional workers, who have scarcely any organisations to fall back upon when bad times come. They conceal their distress from all but the intimate circle of their families and close friends.

It is a scandal that more support is not forthcoming for the Professional Classes Aid Council. I hope that many of the millions who listened to your broadcast address will respond generously to a cause which transcends ordinary charity.—JOHN BULL.

Mr. JOHN FOX,
Chief Registrar of Friendly Societies

SIR,—On another page you will read an article on your recent report. You have fulfilled a public service by exposing a public scandal in language anyone can understand.

There has just been another case of lax auditing—this time at Bootle—where there were defalcations to the amount of £3,150.

Mr. Justice Singleton endorsed your plea that it were better if all audits of this kind were undertaken by professional men. In your fight for legislation you will always find me by your side.—JOHN BULL.

Earl STANHOPE,
President, Board of Education

MY LORD,—Over six months ago your inspectors recommended that homework should be cut down in secondary schools.

Some school authorities acted on that recommendation—though only to the extent of knocking off an hour or two a week. Others have taken no steps at all.

You will earn the gratitude of hundreds of thousands of parents and children if you give the school authorities another reminder that homework is to be reduced.

You can easily enforce your wish. The schools get 50 per cent. of their expenditure out of grants that your department provide.—JOHN BULL.

SIR LOUIS STERLING: Your evidence before Labour Ministry Committee on holiday pay for factory workers was unanswerable. Holidays with pay should be right, not privilege.—JOHN BULL.

Mrs. J. R. THOMAS,
Pembroke, South Wales

MADAM,—When you invaded the local council meeting to protest against the scandal of the water supply in your local village you did a public service, although your methods were unorthodox.

For thirty years your hamlet has had no proper supply of water, the nearest stream being one mile away. That means a two-mile walk and tremendous labour.

It is to be hoped that the local council will realise that you mean to protest directly to the Ministry of Health. About the only thing likely to teach them their duty!—JOHN BULL.

Your Watchdog Barks!

Battles fought, victories won;
Wrongs redressed, justice done!

THUS aptly can JOHN BULL sum up its long record in the service of the people.

With the co-operation of our readers—the most intimate association of the kind in journalism—we have secured countless social reforms.

But we do not intend to rest on past laurels. From next week onward, in addition to all the features that are a hall-mark of JOHN BULL, readers will find even more ambitious plans for future campaigning.

* * *

Numerous distinguished authors will join forces with us in our fearless crusades, writing under the provocative heading: "THIS IS WHAT MAKES ME WILD!"

The first powerful contribution to this series will be from the pen of DR. A. J. CRONIN.

* * *

On the lighter side, for your entertainment, other famous writers will contribute original features. Next week VALENTINE WILLIAMS will tell of his encounter with a real-life "Bulldog Drummond."

Yet another new feature that will appeal to a vast following throughout the country will be a unique FOOTBALL POOLS GUIDE AND SERVICE.

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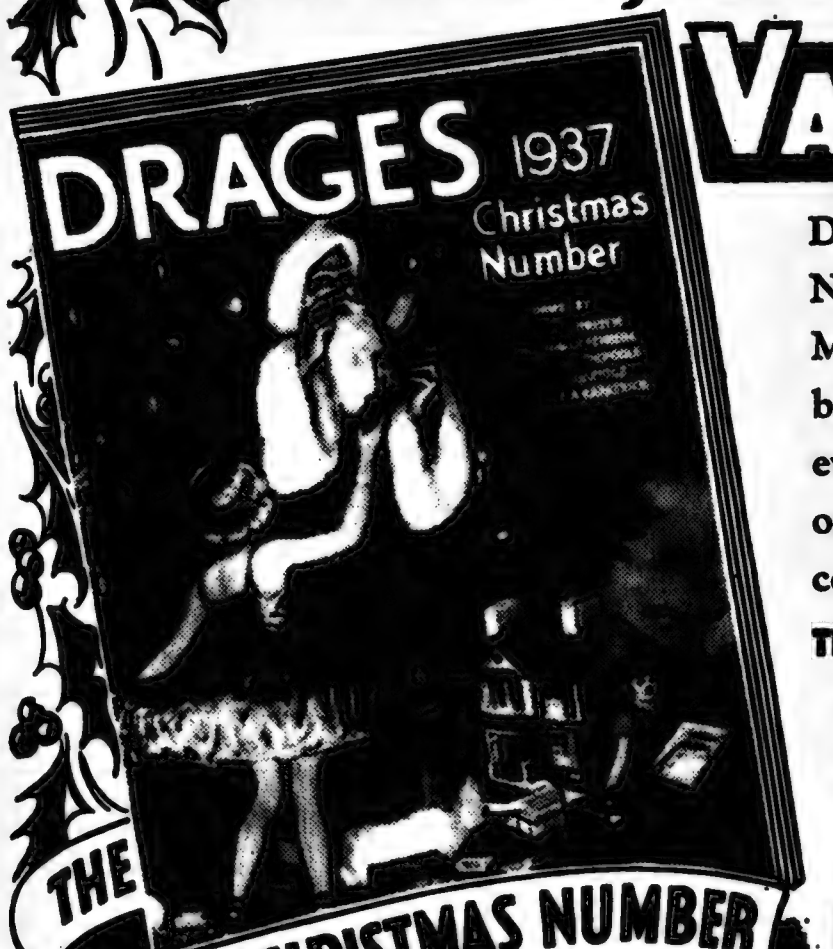

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C.36

EXILE *for a* Million People

By A. G. Gardiner

IN one of the gayest of his songs W. S. Gilbert sang of the man who "might have been a Roosian or who might have been a Proosian," but who rejoiced that he was born an Englishman.

That was fifty years ago. He would have still more reason to rejoice to-day.

For no matter what his opinions, he would be in no danger of being driven out into the wide, wide world as a homeless refugee. And except in England and France there is no great country in Europe where that is the case.

The rise of the dictatorships has confronted the world with many problems, but none more poignant than that of the hosts of unhappy people who, stripped of their property and their means of livelihood, have been turned adrift or have had to flee for their lives to any country civilised enough to take pity on them and give them a shelter.

Now there are 600,000 of these refugees in Europe alone, and the estimate for the whole world is a million.

They have come in wave after wave, as nation after nation has fallen into the grip of the dictators.

The first wave came from Russia—proletarian Russia, as that particular despotism is humorously called. Then came the flight from poor Mussolini-ridden Italy. Then followed, with the triumph of Hitler, the stampede from Germany.

Now tens of thousands of Spaniards are fleeing for their lives from the country of which Franco and his Italians are making a desolation.

What is civilised Europe to do for these victims of the barbarism that is sweeping the Continent? The question is immediate.

Three homeless refugees from Spain. It is estimated that a million people are now in exile as a result of world unrest . . .

WHEN the emergency first arose, with the calamity that had befallen the Russian, Armenian, Turkish and other refugees, the League of Nations, under the inspiration of that great man, Nansen, took action.

It set up what is known as the Nansen International Office for Refugees. This organisation, largely through voluntary means and with some help from the friendly Governments, has done splendid work in alleviating the distresses of the victims.

Its main source of income has been from the use of the *Nansen stamp* which has been adopted in certain countries, and the revenue from which has been applied to evacuating the refugees, getting them homes wherever possible, establishing them in settlements, as in the case of the 40,000 Armenians settled in Syria, making advances to individual victims, and so on.

Where the money spent has been refunded, it has been applied to rescuing more of the human wreckage of the dictators.

But great as the work done has been, it has only touched the fringe of the necessity. It would have done far more if Britain had been as active in the task of relief as France.

That country has throughout these dark times given a noble example of humanity. It has taken vast bodies of refugees within its territory.

Over 70,000 Russians alone have found a home of some sort there, and Germans, Saarlanders and Spaniards in great numbers have reached a shelter from the storm on French soil. The cost of the maintenance of Spanish refugees alone is estimated to be costing France £10,000 a day, and her proportion of the sale of Nansen stamps is more than half of the total.

Our own contribution to the Nansen funds is practically nothing—19,615 Swiss francs against France's 584,657. Indeed, we have contributed less to the Nansen movement than such countries as Roumania and Czecho-Slovakia.

It is true that we have been more helpful in another branch of the great work—that of the 115,000 refugees who have been driven from Germany since the Hitler régime began.

It is estimated that 20,000 of these have found a shelter here. The rest are scattered over the countries adjacent to Germany and in distant parts of the earth. Great numbers of these, as Sir Neill Malcolm's recent report to the League shows, are in a precarious condition and in urgent need of help.

That is the position as it stands to-day. But both the Nansen Office and the High Commission for German Refugees are soon to be wound up. This cannot, of course, mean that the League is about to wash its hands of this great responsibility. It means, I hope, a new start on fresh and more adequate lines.

ONE immediate necessity is to ascertain what those lines should be. The first essential is to discover with the utmost exactness the nature of the problem to be solved. Fortunately, this scientific survey of the refugee question is well in hand.

And on this matter it is gratifying to know that this country is taking the lead. The Royal Institute of International Affairs, financed by the Rockefeller Foundation, the Leverhulme Trust and the Halley Stewart Trust, have undertaken the task.

Investigators are now at work in Holland and Belgium, in France and in countries remote as China, whither the refugees have drifted, to discover the facts about them.

That eminent organiser, Sir John Hope Simpson, whose work in repatriating the Greeks from Asia Minor won him such deserved reputation, is the Director of the Survey, and it is expected that the results will be published before the two existing refugee agencies are dissolved and in time to give the League abundant material for a new reclamation policy.

It would be useless to anticipate the results of this world-wide survey, probing into the dismal fate of hundreds of thousands of victims and the progress of settlements as far removed from each other as Bulgaria and Brazil.

But certain broad conclusions are clear from the reports which Judge Hansson and Sir Neill Malcolm, representing the two existing relief agencies, have made to the League.

The chief is that the defence of the elementary humanities of civilised life against the brutalities of the barbarian Powers must be organised on more vigorous and universal lines. The problem is beyond voluntary solution alone. It is a problem for Governments.

This point is stressed by Sir Neill Malcolm in regard to the German refugees. Their necessities demand a bold policy of international co-operation, and he suggests "the summoning of an Inter-Governmental Conference for the purpose of adopting an international convention in favour of refugees coming from Germany."

Such a convention should, of course, apply to the whole refugee problem, German, Russian, Spanish, Turkish and the rest.

It should set up a system backed by every civilised State, which, while working to the fullest extent possible through the multitude of welfare agencies, should carry the signature of Government authority and the backing of the public resources.

The war of the Dictators on the humanities and liberties of life must be met by the civilised nations of the world with as firm a front as their threats to the peace of the world are being met.

The struggle with the Dictators for the soul of Europe has only begun, and there is no aspect of the struggle that will mobilise the public conscience of the world against them more effectively than the defence of the poor victims of their malice and their tyranny.

The Human Machine

Strains and Stresses

ALTHOUGH the machinery that we call the Human Machine is intangible and invisible, more delicately fashioned and more finely adjusted than any other, it is surprisingly like other machinery in its behaviour. It tends to obey the same laws.

Take, for instance, its response to strains and stresses. If you ask it to do more than it was built to do—that is, if you insist on it working in an unnatural way—it will tend to break down. Any machine needs periods of rest and overhaul. The real meaning of overwork is not too much work, but too continuous work. Perpetual motion remains a practical impossibility!

Perhaps the most curious resemblance of mental to physical machinery is the fact that a long succession of little strains will damage it far more than one big strain. In other words, it's not work that kills. It's petty irritations and worries. Fighting shadows is always a tiring job.

Machinery is built to work, to produce results, to pull loads and to overcome resistances. Nothing damages it quicker than to waste its power on doing nothing. To race an idle engine is just asking for it!

We're the same. Work, no matter how difficult, doesn't hurt us as long as it is done evenly and calmly; but any work can soon rattle us to bits if it is done under the stress of groundless anxiety and baseless worry.

Nearly everyone can stand up to big worries. We may think we can't, but when they come—which isn't often!—we surprise ourselves by the calm way we meet them. But most of us need to become much better "engineers" than we are to withstand the temptation of dissipating our energies on small ones.

"The Greatest of These"

Jean

FOUR-AND-A-HALF-YEAR-OLD Jean, her fourteen-year-old sister, and a three-months-old baby brother, with their mother and ex-Service dad, had a narrow escape from being burned to death when their wooden cottage caught fire early in October.

Jean's father has been in hospital four times since June, 1936. Since leaving hospital he has done only seven weeks' work, owing to illness.

During these hard times he has been paying 14s. a week rent out of his unemployment pay, and they were not insured against fire or loss.

Their grandmother, who has nothing to spare, has provided a temporary shelter for the family.

Jean's father has just started work, but his wages are not sufficient for him to get together a new home unaided, and it is for this reason that we appeal for help for this ex-soldier.

Donations earmarked "Jean," or for the General Fund, should be addressed to the Hon. Secretary, JOHN BULL War Sufferers' Fund, 93, Long Acre, London, W.C.2. Lists of subscriptions are kept at the office, and a copy of the current week's will be sent on application.

BRIM-FULL OF ENERGY—EVERY ONE!

Fine tributes to suppertime Cocoa

Mrs. Cage wonders why other people make such a fuss about a morning's ironing. Perhaps she doesn't realise that some people don't drink cocoa for supper and breakfast. That's what gives Mrs. Cage her energy, smiles and good looks. She's got plenty of each.

Good-bye, Mummy! Back for Supper.' Back for cocoa then. It's cocoa that gives Cynthia such masses of vitality. Cynthia works hard in an office all day. That satchel case is a Gift from Cadbury's for collecting 33 cocoa coupons. There's always Bournville Cocoa at the end of the day!

'Here Jimmy this is for the "Cedars."' Large tin of Bournville Cocoa. Practically everyone in the street has it nowadays. Jimmy and driver George have it themselves. Nothing like it for energy and bright eyes. Cocoa for supper every night!

A cup of cocoa is a cup of food

Cadburys 6d. per ¼ lb. tin. 11d. per ½ lb. tin.

BOURNVILLE COCOA

SHREDDED WHEAT

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Shredded Wheat is the Natural and Family Provision for ensuring that sound nutrition which is the very basis of physical fitness. In an easily assimilable form, this pure whole wheat food contains every precious and essential element that men, women and children need to keep them healthy, robust and fit. There is real enjoyment, too, in Shredded Wheat's delicious wheaten flavour, and true economy in the money, time and work it saves in preparation. Get a packet of "the food for General Fitness" to-day.

THE FOOD FOR GENERAL FITNESS!

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SINISTER Traffic Revealed

DELEGATES of twenty countries will assemble at an important conference in Paris next week.

A mission of great humanity is to bring them together, under the auspices of the International Bureau for the Suppression of Traffic in Women and Children.

Each delegate is a leader in a war of special service—war against a "Vice Ring" with world-wide ramifications. The conference will table plans for a new and intensive campaign to defeat the traffickers.

Forty years ago the International Bureau was established by the secretary of the then newly formed British National Vigilance Association.

AT that time—incredible and horrifying as it seems to-day—the law of England permitted the buying and selling of thirteen-year-old children for the purposes of prostitution.

After a long and bitter fight against public apathy, and the complacency of the police courts, Parliament was persuaded to act. This terrible child slavery was put beyond the pale in England.

But in Great Britain there still remains an involved yet well-organised traffic in young womanhood. Reports presented to the Paris conference will reveal the latest methods of the "Ring" in this country.

Although large-scale commercialised vice in London and the large provincial cities of Britain has declined under energetic police action, we have little cause for self-satisfaction.

Long distance coach travel has made protection work more difficult. Hundreds of girls travel to London each week by the motor coaches to seek employment. A journey by coach offers the opportunity for a sinister "agent" to scrape acquaintance with an attractive girl, and to make an offer to her which seems attractive and safe, but which is really a trap.

Vigilance officers wait at all the terminal coach stations in London keeping observation on the girls who arrive. Yet, unless a specific complaint is made, it is impossible for an officer to intervene to prevent the girl going away with the man or woman who was such a friendly journey companion. Many girls are taken to improper houses in this way. Too late they discover they have been trapped.

HERE is a typical case which occurred recently. A passenger alighting at a coach station went to the vigilance officer and reported his suspicions about a woman and a pretty young working girl who joined the coach at a Midland town. The passenger, seated behind the couple, had overheard their conversation.

"Things do not look right to me," he said: "the girl knows nothing about

The long coach journey gives the agent just the opportunity he desires of fostering feigned friendship

London, and is going with a complete stranger."

Intervention by the officer led to the girl refusing to accompany her chance "friend." Subsequent enquiry showed that the woman, who promised the girl well-paid employment, had been twice convicted for keeping a disorderly house.

Such incidents are occurring daily at the London coach stops and railway termini.

DURING the past year no fewer than five thousand cases were dealt with by vigilance officers at London railway stations.

In that total were three thousand girls from the depressed industrial districts of the North-East and South Wales. The majority of these girls ran away from their homes to seek work or had been enticed to London by advertisements which were suspicious in their origin.

Another aspect of the traffic concerns the deliberate importation into this country of undesirable women from the Continent. These women enter through the Channel ports with week-end cheap tickets; are met by well-known agents; escorted to London, and placed in furnished flats. There they are left to ply their trade, paying weekly commission for services rendered and protection by the bullies of the "Ring."

Information lately passed between Paris and London led to the discovery of an office for the arrangement of marriages between foreign women and British subjects. By such marriages of convenience, the "brides" are given the privilege of British status.

A drastic revision of the law to prevent such alliances is needed in most countries, and the Paris Conference is likely to draft proposals, to meet the evil, for submission to all Governments.

Britain suffers more than any other country from this fake marriage market. The police need full powers to kill the business—because it is a *business*, with a more or less set scale of charges: £5 for the "bridegroom" and £1 for the witnesses.

Questions may be raised at the Conference on that extremely difficult problem—the control of advertisements for the employment of young women. Frequently it happens that girls are lured to a big city *by an entirely bogus advertisement*. The offer of domestic employment is attractive; the girl writes an application, and receives a reply instructing her to report at a certain address, and containing the money for her fare.

When she reaches her destination, she discovers that her "place" is a low-down café, or an accommodation "hotel," where she is expected to entertain customers.

In a local newspaper an advertisement appeared: "Waitress needed for London café; good hours and tips; wages 20s. a week; live in."

The café in this case was beyond description. The girls employed were expected to "be kind to customers." In addition, the proprietor conducted a week-end "retreat" in Berkshire, where the girls were sent to entertain clients.

Even genuine advertisements for domestic servants lead to difficulty, owing to the inhuman way in which some mistresses treat their servants.

A girl engaged in service is found to be unsuitable. She is dismissed; turned out into the streets with only a few shillings, and left to fend for herself. Without the care of the vigilance officers that girl would become an easy victim of the white slave merchants.

There is also the practice under which a girl is kept in debt to her employer. Her wages are stopped, first of all, to pay the cost of her fare to London. Then she is encouraged to buy clothes on credit—repayment to be made at a few shillings a week.

It is not long before the girl is faced with accumulated liabilities which cannot be met. She sees no escape from ever-growing debt. Even if she wrote home about her difficulties, her people could not help.

SO she falls still more deeply in the toils. Suggestions are made to her as to a means of earning money. Her morale is broken. She takes the line of least resistance, and falls—another victim to the traffickers.

All these and other well-documented stories will be laid, in the report from England, before the members of the International Bureau in conference.

In Britain to-day the traffic in women is rampant. True, it is far, far less than in other countries.

But it remains a stigma, which only a strengthening of the law can remedy.

Social workers in the West End of London and the Paddington district have endeavoured to take a census of the women haunting the streets. The figures are as near accurate as possible.

Two-thirds of those women are from the English and Welsh counties. The majority of them are from working-class families. They came to London originally with an honest desire to secure employment and thus relieve the burden of their impoverished homes.

In Paddington a large proportion of the street women are Irish. That area is now—from the police point of view—the worst in all London.

These are appalling facts, but true. And they stress the need for an intensive war on those who wax rich on this sinister traffic.

Your Watchdog Barks!

Next week's issue will mark another important milestone in the history of JOHN BULL—the paper that has become a British institution. Make sure of your copy!

★ Politics and You ★

LEAD *the* WAY

HAVE you ever heard of the Fair Wages Clause? No? Well, you'll hear quite a lot about it these next few months. The Minister of Labour has set up a Departmental Committee to consider its working and to report as to what, if any, changes are necessary.

This is a great feather in the cap of the General Council of the Trades Union Congress. That body has been pressing the Government for many years to do something. It is to give evidence before the Committee this coming week. It speaks for over four millions of organised workers, so what it has to say should carry weight.

What is known as the Fair Wages Clause goes into all contracts made by Government Departments. It lays down that the contractor must, under penalties, "pay the rates of wages and observe the hours of labour commonly recognised in the trade in the district where the work is done."

It is generally supposed that this stipulation is based on an Act of Parliament. This is not so. It is based on a resolution passed by the House of Commons at the instigation of the Labour Party as far back as 1909.

Its object is to ensure that no Government work should be done under sweated conditions. But it has no force elsewhere.

Local authoritities, for example, need take no notice of it. Unless they insert it, voluntarily, in the Standing Orders they must now work to under the Local Government Act of 1933, there is nothing to compel them to insist on fair wages being paid for any work carried out on their behalf.

It is nearly thirty years since the original resolution was agreed to. Industry has altered materially since then. Local authorities, too, have become increasingly dependent on grants from the central authority for work undertaken by them.

The spokesmen for Organised Labour this next week will press for the adoption of a new resolution which will take all new factors into account.

They will urge, in particular, that in future the Clause should stipulate for wages and hours laid down by national agreements, not just those "recognised" locally, and that minimum conditions of employment in other directions should also be insisted on.

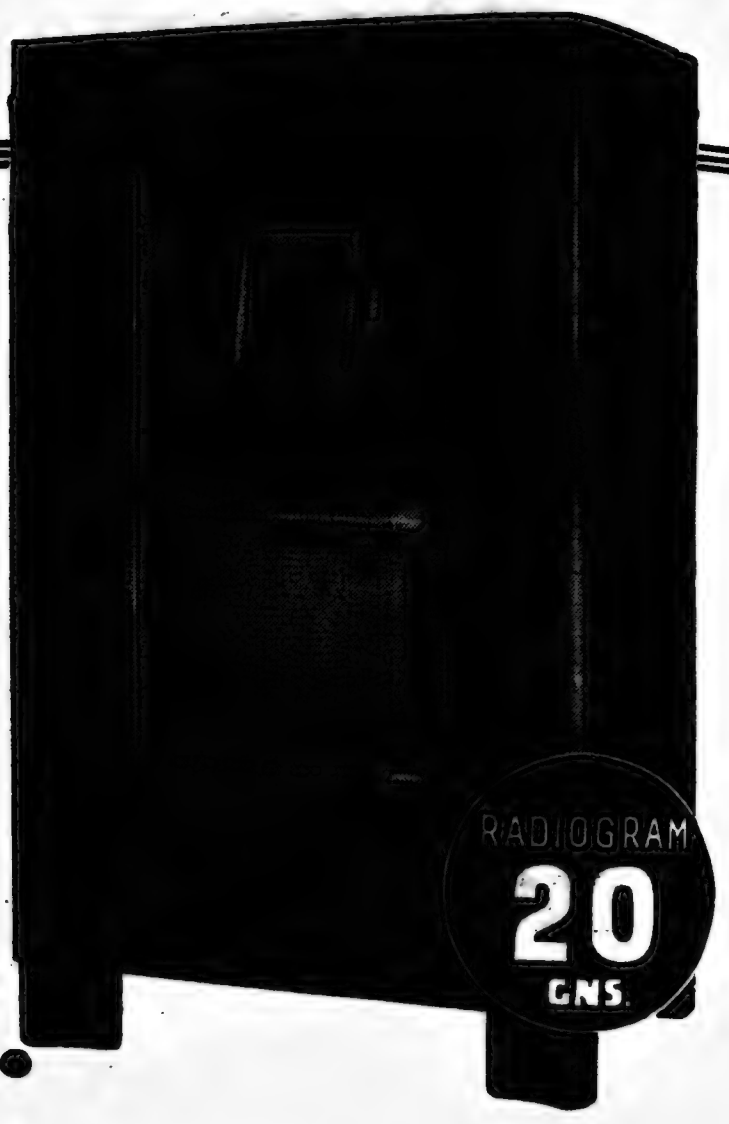
* * *

In addition, they will try to get the Government to make it a rule not to give contracts to any firm which observes this higher standard only on Government work and fails to do so at other times.

If the Government agrees it will be a great step forward towards bringing bad employers into line with the best. It will also do many thousands of workers a bit of good, especially those engaged on rearmament work.

Christopher Stone says

'Its BIG feature is its small price.'



YOU will agree with Christopher Stone if you have ever wished for a really good radiogram. You may have been almost on the point of buying one—and then decided that the price was really rather more than you were justified in spending. Now just look at the set illustrated in this advertisement.

At 20 gns. it's the most inexpensive radiogram that's ever borne the name of BUSH. As an all-wave radio it's exciting. As a gramophone it's great. As a piece of furniture it's simply grand. And on either radio or gramophone its performance is really outstanding.

We suggest you go along to your BUSH dealer—and hear for yourself. And just in case you may begin to wonder whether there's some mistake about the price, we'll repeat that 20 gns. is all it costs to buy this new BUSH all-wave radiogram.

RADIOGRAM MODEL R.G.41. (*illustrated above*).
A 5-valve, 7-stage superhet for SHORT, medium and long waves. Large tuning scale, with each waveband individually illuminated. Continuously variable tone control. Gramophone turntable and pick-up by Garrard. Large sensitive m.c. speaker giving magnificent results from radio or records. Beautiful walnut cabinet. On popular payments Price 25/6 deposit and 25/6 a month. **20** GNS. CASH

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Lord Mottistone spoke ou of tens of thousands u

ON Friday, November biggest organised movement the w ever known, come The National Movement will 21st birthday celebrations t at the Albert Hall, and the Kent will address the mee its achievements.

You can sum up one achieve single phrase. It has made Man worth £3,000,000,000.

That is the amount which, to Lord Mottistone, Chairma National Savings Committee, i small investors in Savings Ce the Post Office, and Trustee Banks; and in building, provid ties, and joint-stock bank dep avenues of investment which ceived a tremendous increase the work of the Movement.

The first three alone—the Certificates, Post Office Bank, Trustee or "Penny" Ba £1,378,400,000 of the total. An huge credit balance has been from the "tanners and bobs" earners. It is increasing at th £80,000,000 a year.

You can grasp the vast di of this pile of working-clas only by comparisons. It is equa sixth of the entire National De

If the Scottish savings are could redeem the whole of the lated debt of all the local auth England and Wales—all the mo borrowed for social reliefs, for and every kind of public works.

"Best off"

There is not, and there n been, anything like this Bri savings scheme. Other countr tried to copy it, for obvious which we give later on. But, i dictatorships, they have never on anything like the scale of th voluntary effort.

These savings, built up by the the Movement, represent £66 of the entire population, and average Briton, through the sm thrift, the "best off" in the w

And the whole of this w

Three Thousand Million Pound Idea!

Lord Mottistone spoke out about the terrible need of tens of thousands who could neither spend nor save

ON Friday, November 12, the biggest organised thrift movement the world has ever known, comes of age. The National Savings Movement will have its 21st birthday celebrations that day at the Albert Hall, and the Duke of Kent will address the meeting on its achievements.

You can sum up one achievement in a single phrase. It has made the Little Man worth £3,000,000,000.

That is the amount which, according to Lord Mottistone, Chairman of the National Savings Committee, is held by small investors in Savings Certificates, the Post Office, and Trustee Savings Banks; and in building, provident societies, and joint-stock bank deposits—all avenues of investment which have received a tremendous increase through the work of the Movement.

The first three alone—the Savings Certificates, Post Office Bank, and the Trustee or "Penny" Banks—hold £1,378,400,000 of the total. And all this huge credit balance has been built up from the "tanners and bobs" of wage-earners. It is increasing at the rate of £60,000,000 a year.

You can grasp the vast dimensions of this pile of working-class savings only by comparisons. It is equal to one-sixth of the entire National Debt.

If the Scottish savings are added, it could redeem the whole of the accumulated debt of all the local authorities in England and Wales—all the money ever borrowed for social reliefs, for highways and every kind of public works.

"Best off"

There is not, and there never has been, anything like this British-born savings scheme. Other countries have tried to copy it, for obvious reasons which we give later on. But, in spite of dictatorships, they have never succeeded on anything like the scale of this purely voluntary effort.

These savings, built up by the work of the Movement, represent £68 per head of the entire population, and make the average Briton, through the small man's thrift, the "best off" in the world.

And the whole of this wonderful story began in the darkest of the war years — in two rooms of a Government office in Westminster. There, the War Savings Certificates were born and the National Savings Movement came into being. "Feed the Guns with War Bonds" was the slogan. "Back your faith in your country's security; lend your money for shells," was another.

The huge sum of £100,000,000 was raised for war in the form of Savings Certificates. And after the war, it began saving for the peace. It spread its organisations all over the country, so that to-day there are more than 30,000 Savings Associations with branches in offices, schools, factories, regiments, hospitals, Scout troops, political associations, and every possible kind of place where people foregather for work or play.

Royal patron

"By the end of next year," said an executive at the last conference, "there won't even be a goose club in the country that has not been brought within our big circle."

And every one of this multitude of Savings Associations, by word of mouth, by poster and precept, is preaching thrift. Save in pennies, in bobs; save in stamps which grow into full cards, and the cards into certificates and bonds.

Our Royal Family heads the Movement, from the King, who is its chief patron, and who, as Duke of York, was one of its hardest-working officials, down to little Princess Margaret Rose, who is a member with her own certificates and a deposit in the Post Office Bank.

The intricate web of machinery which has been built up to make it easier for people to save is too huge and complicated to be described here. But just one example of its scope and coverage is the little agricultural village of Badgworth in Somerset, unheard of to everybody except its immediate neighbours.

In this little village they have had a weekly house-to-house collection for National Savings Certificates ever since 1916.

There are less than 200 inhabitants in this village, but they save at the rate of £120 a year.

At first there was some suspicion. The villagers thought the collectors were making some profit for themselves.

But that soon wore off, and now the contributors range from children of three who pay 3d. a week to old men who pay 5s. a week.

Children and aged—all have a "bit put by" against the day it is needed—an unheard-of thing in a whole rural community before the war.

At the other end of the scale is the City of London Savings Committee, which has 806 savings groups among City offices, and £313,000 last year in certificates for its office-worker members.

Besides its slogan "Save Wisely," the Movement has another — "Spend Wisely." It preaches this with just as much vehemence and pressure. And it wants this principle applied to national as well as individual affairs.

It was at a meeting at the Mansion House of the City of London Committee, that Lord Mottistone spoke out about the terrible need of Durham and South Wales, about the tens of thousands in these areas who "could neither save nor spend."

As the head of a body of thrifty people who are moneylenders to the State, he urged the Government to do something for these folk "whose plight was a running sore, a scandal which would not be permitted in some countries."

To the Government, to the Movement, and to the leaders of finance and thought, he said: "This is a simple, manageable problem. The total number of these people is comparatively small. Let us all join together, and even if the *economic* possibilities were not over sound, get these people to work again."

In such ways, too, the National Savings scheme with its hundreds of millions of hard cash behind it, and its immense power and prestige, plays its part in urging the State on to more constructive social effort.

It was the Chairman himself who, at Llandudno last June, protested against the Government spending scores of millions on armaments (much of it borrowed through the deposits of the Movement) and refusing to allot a few millions to a solution of the black areas problem.

No depreciation

National Savings Certificates are the one form of investment in the world in which there can be no capital depreciation. Hence its popularity, even though a limited outlet for investment (nobody may hold more than 500 certificates).

But more than that, it gives the little man an outlet that never existed before and helps and inspires him to build up a bigger and bigger "nest egg."

That, since a nation's wealth and greatness rests on the way in which its capital is diffused among its individuals, is a tremendous contribution to the progress and stability of this country.

But you can say that the actual growth of industry in Britain now rests largely on the efforts and achievements of this wonderful savings scheme.

In this way, the Government is always borrowing to meet the expenses of the business of State, to fill the gaps between expenditure and income in the form of taxation. It goes into the money market to raise this money, in the form of what are called Treasury bills, which are really IOUs at three months or so.

Now there is only a limited amount of money flowing day by day into the money market (the money of people who want to invest it in something), and if the Government borrows the bulk of it there is less left for borrowing by industry and commerce. And the more the Government borrows, the bigger the interest rates become.

Now here is where the great work of National Savings comes in for the country's good. With over £1,000,000 a week coming in, in the form of workers' savings invested in Saving Certificates, the Government has to borrow less in the short-term money market. So more money is available for the needs of industry, at more reasonable rates.

The Savings Certificates also benefit other spenders of money like the local authorities, and through them, the ratepayers, whether members of the Movement or not.

Just beginning

In this way. When the National Savings organisation was turned over to a peace-time basis of collection and use of its deposits, a scheme was devised whereby all authorities needing money for housing and similar developments could apply to the Public Works Loan Board for a loan based on the number of Savings Certificates issued and held in their districts.

The more certificates owned by the people the easier it is for their own authority to borrow money on their behalf.

This is only a brief outline of the achievements and the influence of National Savings. And what we have told is only a beginning of what it may yet achieve. This week it reaches a period in its life which is as important as the same period in the life of a man.

We greet it with all the good wishes given to a "twenty-first," and with all our hopes that, born in sorrowful years, grown to such fine stature and promise, it will go on to an even more splendid prime.

The Oil Lamp

FEW town-dwellers realise in these days that there are still tiny hamlets lit solely by oil lamps, and in which the arrival of the paraffin-oil man is an event of the week.

In such a village in the Scottish Highlands the two sons, thirteen and nine respectively, have never known any other kind of light. They fall asleep in their attic bedroom by flickering oil light.

And when the chatter of their tongues dies down, and silence reigns in the room, father—who lost a leg in the War—comes quietly into the room to turn the wick down to a mere glimmer.

But after he had done it the other day and had gone to his own bed, something dreadful—something they will never be able to explain—happened.

Little thirteen-year-old awoke to find flames licking his arms, the oil lamp overturned.

With his young brother clinging for safety to the slates outside, and his father making desperate but vain efforts to enter the room, he fought the flames that blazed up from the bedclothes, wreathed from end to end of the linoleum and turned the door into a panel of fire.

A local tradesman was the hero of the occasion. Unhandicapped by war injuries, like the father, he was able to carry the two youngsters to safety and then fight the fire to a standstill—but not before a ruinous amount of damage had been done to the possessions of that war-wounded householder.

We are glad to say that JOHN BULL was able to look after that.

Because that father had qualified for the protection of JOHN BULL'S unique free family insurance scheme by dint of signing a coupon he found in his favourite weekly journal, we sent him a cheque to cover the damage.

That coupon appears to-day on page 45. Why not turn to it now and get the same protection—*free*.

BOOK that Shattered the WORLD

AMONG the countless publications issued by H.M. Stationery Office is a volume that offers three times as much reading as a modern novel for a third of the price. But it is not a best-seller.

It is the Peace Treaty, and in its neglected pages—as this article shows—may be traced much that has contributed to the troublous state of our world to-day . .

OVER 10,000,000 men died in the Great War in order to make the world safe for democracy. The nations of the world are now mourning their dead the anniversaries of the vari- armistices that ostensibly ought "the war to end war" to final conclusion.

To-day England and France one among the Great Powers can said to have preserved any sem- nce of government by democracy. ly and Germany have extolled the a of nationalism to such an ex- t that dictators Hitler and Mus- ini may be said to be leaders of many morons and ciphers. Russia now as much a dictator State as y of the Fascist communities.

On all sides, nothing but arms and rs and rumours of wars. A milit- y clique in Japan is engaged in war against China.

Civil war in Spain is now in its ond year. It has cost 1,000,000 s. Twenty Spanish cities are sses of ruins. The unhappy hinsula has been a Tom Tiddler's ound for all kinds of interested rties and armament firms.

t has brought into existence a v and dangerous diplomatic ase—non-intervention. Its inter- tation is the problem which has en stood between us and war.

Abyssinia has gone. Blood runs in the Holy City, and the sacred places often resound howling mobs and sporadic firing. and trembles in the balance ween the mighty forces of the l Army and a Germany that will n be stronger than it was in the iser's day.

Everywhere unrest and uncer- nty.

That is the world to-day. It looks as if "the war to end war" was merely a dress rehearsal.

It is the heritage bequeathed to us by the Treaty of Versailles, which betrayed 10,000,000 dead men whose ghosts beckon to us mockingly from the shadows.

Few people troubled to read the treaty. It cost only half-a-crown, and contained 900 large pages. Ten thousand only were printed to start with. The supply is not yet exhausted. Yet to that document may be traced many of the real causes of our present discontent.

In order to render possible the initiation of a general limitation of the armaments of all nations, Germany undertakes strictly to observe the military, naval and air clauses which follow.—Preamble to Chapter V.

It was those magic words "general limitation" which brought new hope to a world rent by four years of ordeal by battle.

For our part, the great Army which had been created from the nucleus of the Old Contemptibles was rapidly demobilised. Within a very short time only a fraction remained under arms, just enough to maintain sufficient forces in the occupied areas.

A group of experts travelled all over Germany seeing that the military clauses were strictly adhered to.

By a date which must not be later than March 31, 1920, the German Army must not comprise more than seven divisions of infantry and three divisions of cavalry.—Article 160.

Thus came into being the famous Reichswehr we now hear so much about. The old Imperial Army disappeared.

Destruction of a happy nature went on everywhere. Here are a few of the war stores scrapped in Germany—58,897 guns of various calibres, 130,558 machine guns, 6,007,000 rifles, 15,714 aeroplanes.

Every fortress was dismantled unless it could be described as of purely defensive nature. No aggressive instrument was left.

After the expiration of two months the German naval forces in commission must not exceed six old battleships. No submarines are to be included.—Article 181.

The high seas fleet, which the German Kaiser had so often boasted about, surrendered in Largo bay in the Forth to Lord Beatty, who curtly commanded that the "German ensign shall be struck and not displayed again without further orders."

British initiative led to general scaling-down of naval armaments through the Washington treaty. Submarines would have been abolished altogether, but France obstinately refused to agree.

Gradually, all the high purpose of the nations was forgotten in frenzied arguments about security. Today shipyards all over the world are hastily turning out new warships. The German Navy has come into being once more. Our own building is on the scale of pre-war years, and battleships now cost anything up to £7,000,000 apiece.

The members of the League recognise that the maintenance of peace requires the reduction of national armaments to the lowest point consistent with national safety and the enforcement by common action of international obligations.—Article 8.

Here was the clause which led to the Disarmament Conference, a body which was not to meet for another twelve years.

And when it met what was the situation? All the former Allies were heavily armed except our-

ALLHIGHEST *no long*
the ex-Kaiser is still happy
destruction

selves. We had carried out our compact and had reduced our forces so much that we were practically without effective defence.

Russia had the largest army in the world. In France and Italy there was conscription and huge forces. France had exhausted her treasury in building the Maginot Line, the most powerful defence ever conceived by military engineers.

Mr. Arthur Henderson, the president of the Conference, died of a broken heart when he saw all hopes of lasting peace through disarmament being frittered away through the selfishness of the nations, amongst whom the strong and victorious were chiefly to blame.

Mr. Ramsay MacDonald launched the British plan, one of many, but the only one which contained figures. It was intended to carry out what ought to have been the spirit of the Treaty, and gave Germany equality with the other nations. It caused a storm. The French Press was unanimous for once—in its attacks on British perfidy.

The last hope of saving something from the wreck of the Peace Treaty was dissipated.

On March 16, 1935, the German Reichstag hurried through a Bill introducing compulsory military service and an increase in the standing army to 36 divisions, to total 500,000 men in all. The MacDonald plan, which was acceptable to Germany, only allowed for 300,000, which France thought far too much! The command to pass the bill was given by one Adolf Hitler.

Who was this new menace to European calm? He was an Austrian and had fought as a corporal in the German army during the war. He was the supreme opportunist, and took advantage of the misery of his fellow-countrymen, induced by the harsh terms of the Versailles Treaty, to make himself undisputed dictator.

What was the chief cause of that misery? *Money.*

The Allied and Associated Governments affirm, and Germany accepts, the responsibility of Germany and her allies for causing all the loss and damage to which the Allied and Associated Governments and their nationals have been subjected as a consequence of the war imposed upon them by the aggression of Germany and her allies.—Article 231.

There is set out the Allied demands for money penalties and deliveries of goods in kind. Looking back, it is incredible to think that the greatest financiers of Europe and America, including officials of the Bank of England and the Treasury, could have drawn up such terms.

In the early days a sum of £40,000,000,000 was freely spoken of as the amount Germany must pay. That was just about twice as much money in the world at the time.

Moreover, Germany had to hand over quantities of raw materials

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PEACE *has yet to reign in Palestine, as our Tommies know*

RUIN *comes to Spain — and shows no sign of leaving*

which were required to build up her own industries again so that some payment could be made.

The Allied and Associated Governments, however, require, and Germany undertakes, that she will make compensation for all damage done to the civilian population of the Allied and Associated Powers and to their property during the period of belligerency.—Article 232.

There followed some of the most wretched years in the history of international diplomacy. Statesmen met at conference after conference to quarrel over what Germany should pay.

Eventually, at Brussels in January, 1921, the total indebtedness was whittled down to £6,600,000,000. A little common sense had been learned in eighteen months.

By then German credit was destroyed and her financiers decided on the dread inflation. The mark slipped and then fell into the precipice. There was a time when you could have bought as many marks as were contained in the whole of Germany for half-a-crown.

It was that crowning humiliation, manufactured by the German Treasury, no doubt in what they thought was self-defence, which roused the German people to the harshness of the peace settlement. And from that moment the way was made ready for Hitler.

In the course of ten years Germany paid 37,000,000,000 marks, or £1,850,000,000. That's all. France received 52 per cent. We had to be content with token payments.

Even so, France was not satisfied, and her attitude once brought about the late Lord Snowden's outburst about the French demands being "grotesque and ridiculous."

The whole miserable business came to an end at Lausanne in 1932, when it was decided to ring the curtain down on the farce and forget about reparations. But Germany had not forgotten the inflation and the early payments. Hitler reminded his followers of the fact every day.

It is true the war had not long been terminated, and bitterness ran high when the Treaty was drafted.

But there were some clauses which can only be described as ferocious, which wise men ought to have known to be impractical and which were bound to store up trouble in a world which was supposed to be entering into a state of perpetual peace.

The Allied and Associated Powers publicly arraign William II of Hohenzollern, formerly German Emperor, for a supreme offence against international morality and the sanctity of treaties. . . . A special tribunal will be constituted to try the accused, thereby assuring him the guarantees to the right of defence . . . The Allied and Associated Powers will address a request to the Government of the Netherlands for the surrender to them of the ex-Emperor in order that he may be put on trial.—Article 227.

That was the clause which expressed Mr. Lloyd George's slogan, "Hang the Kaiser," which won him an election and a further term of office.

Needless to say, no request was made to the Dutch Queen and her Government for the extradition of the fallen Emperor. It is safe to say that the request would have been refused in any case.

William of Hohenzollern is still cutting down trees in his park at Doorn, and on Sundays he reads the Lessons in the local church with just a hint of that overbearing spirit which brought his throne and his people to disaster.

Incidentally, one of the members of the tribunal which was to judge the ex-Kaiser's breach of the sanctity of treaties was Japan.

Guns and bombers on the flats outside Shanghai make cynical and insolent commentary on what Japan fundamentally thinks of international morality.

Gradually the Treaty of Versailles has been torn to shreds. It is perhaps surprising that a document of such a grotesque character survived so long.

Scarcely anything remains intact save that the Covenant of the League is still the opening chapter, that the mandatory system set up still operates, although Japan has practically annexed the islands given into her charge in the Pacific, and that Germany has no overseas dominions.

Germany renounces in favour of the principal Allied and Associated Powers all her rights and titles over her overseas possessions.—Article 119.

Hitler to-day makes a lot of play concerning the lost Colonial empire. Whenever there appears to be a cooling off on the part of the obedient Germans to the rigours of rule by the Brown Shirt clique, he stirs them to emotion by well-prepared speeches on the Colonial question.

It is a red herring across the trail, for Germany never took any real interest in her Colonial empire before the war, and its economic value was negligible.

It is equally certain there will be no return of Colonies, and so Article 119 must remain a perpetual cause of international friction.

Now the face of Europe is changed and the Versailles Treaty is becoming a museum piece, a document to be studied by historians with a sense of the past.

It has done its miserable work. It has betrayed the trust of those who gave their lives in the sincere belief they were sacrificing themselves for the benefit of those who were to come.

To-day there is a new philosophy —that world peace can only be ensured by nations which are armed to the teeth.

As we think of the dead this coming week, let us also think of the living and of this mad race to rearm which may yet bring the world to utter ruin.

Our own commitments are enormous — a programme that will involve £1,500,000,000 for a start. In pre-war days, our total national debt was £708,000,000. It is now £7,400,000,000. And we are going to increase it by another 20 per cent. In the last Budget we expended £157,000,000 on the Navy, Army and Air Force. This year we have to find £278,000,000. And all this is going on when there are visible signs of the last war.

In England there are still thousands of former soldiers who are wounded beyond recovery and who patiently wait the end, impotent in their cots and wheeled chairs.

We have spent £1,200,000,000 on pensions since the war. Pensions still cost you £40,000,000 a year.

Where will it end? An unhappy world is making itself more miserable and woebegone as the weeks go by.

And on all sides are the same hates, the same animosities, the same crying for peace where there is no peace. The nations are like that Bourbon king who came back to a throne but, in exile, had learned nothing and forgotten nothing.

And so much of it due to a treaty only a few took the trouble to read.

BLUNDER *which Germany will never forget—the reoccupation of the Rhineland*

HORROR'S *latest seat of triumph, Shanghai: Which will be the next?*

Electric Eye on Shoplifters

Detectives with a Difference—3

by Stanley Bishop

. . . often one who yields to the temptation of the moment

IT happened in Oxford Street, London, one afternoon this autumn.

A press of people were passing through the doors of one of the big departmental stores. One well-dressed woman was shoving her way between them, as though in urgent haste.

There was a car drawn up to the kerb, awaiting her. She was just about to enter it when a man ran out of the shop and touched her on the shoulder. I was on the spot, witnessed the incident, and heard the whole of the short conversation. I noticed that the man—after the touch—slipped his hand down until he held the woman gently by the arm.

"Excuse me, madam," he said, with all politeness, "but I think you have left your handbag behind. It has been taken to the manager's office. Would you please come with me and claim it?"

Obviously the woman was surprised. Her colour changed, and she was in a flutter. She said that she was sure her handbag was in the large carrier-bag which she held. Besides, she was in a hurry and had an appointment to keep.

But the man was insistent. He shepherded her back into the shop, never letting go of her arm. I thought it rather funny that the chauffeur did not stay for the return of his mistress. He drove off into the traffic.

All at once it struck me that I had witnessed the detention of a suspected shop thief. Two days later the morning papers gave confirmation with a short account of an alleged shoplifter committed for trial at the Sessions on charges of taking goods valued £120.

Little dramas such as that can be seen by the observant—who know where to look—almost any day in any of the great London and provincial stores.

For shop stealing has become a serious tax on the "Rag Trade" of the country.

ESTIMATE of the Drapers' Chamber of Trade: At least £1,000,000 worth of goods is lost every year to retailers through deliberate, calculated theft.

Light sentences given by magistrates to convicted shoplifters are, says the trade, an encouragement to pilfering.

Certain stipendiary magistrates retort that the present method of displaying goods in shops *is an encouragement*, and the shopkeepers are partly to blame. That is just a matter of opinion, not for me to argue. I write about the stores detective.

Whenever—with the greatest reluctance—I am dragged shopping in the West End of London, I see familiar faces in the stores.

There is James ——, one of the best detective-sergeants ever at Scotland Yard. There is Harry ——, formerly divisional detective-inspector up Hampstead way; George This and William That—all retired Metropolitan Police officers of fine record, now detectives "with a difference."

They are the men carrying on the exceptionally difficult work of being stores detectives. It is a job in which mistakes are not allowed. For the good reason that an error of judgment may cost their employers considerable money.

Add up the amount of compensation paid by London houses to victims of wrongful or incautious charges, which never reach the courts, and it would amount to a tidy sum in a year.

Recently the wife of a prominent barrister was stopped by a store detective, taken to a room and there subjected to questioning and search. She resembled a notorious shoplifter, and was suspected of having stolen a fox fur.

Humble apologies followed when it was clear the woman was perfectly innocent. In the crowd of afternoon shoppers the real thief escaped, and the detective pounced on the barrister's wife in honest error.

She was told that the firm would be pleased to make amends for the blunder. What did she suggest? Her reply was surprising. "I want a grand piano," said offended innocence. "I will choose the best you have in the shop." And she did.

Bane of the stores detective is the person who wilfully poses as a thief—does a kind of stage thief act with the object of being found out. Curious sort of pastime, you may think, but it can be profitable.

It happens like this: Scene, a busy dress department in which an endless variety of gowns is on show. Watchful assistant sees a customer slip a dress in a capacious carrier-bag. House detective summoned. Says the assistant to him: "I noticed that woman over there pick up one of our dresses. She has it in her bag."

No sooner does the detective arrive than the customer gives every outward sign of guilt; looks around in a frightened manner; drops a parcel, and makes a plunge for the nearest exit.

Of course, the woman is followed; stopped and told she must come to the manager's office. There she refuses to answer questions; professes to be highly indignant at "this outrage." She has never experienced "such a gross indignity."

The assistant is called and confirms the detective's allegation. "Yes, sir, that is the woman whom I saw put one of our dresses in her bag. No doubt at all. I did not lose sight of her until the detective came to me, and I told him about it."

Manager—stern but always polite—suggests that madam should permit the inspection of her bag. Otherwise he is afraid they will have to telephone for the police.

Further protests before the bag is handed over. Ah, the evidence!

ONE of our dresses from the stand in the corner of the department—unwrapped, crumpled up. Why, the whole thing is obvious!

"I regret, madam, but we shall have to take further action. We must protect ourselves," and the manager tells his detective to call the nearest police station; ask them to send along an officer. "We will give her into custody."

Not until the police detective appears does the customer disclose the truth.

Two days ago she purchased the dress in the shop. Triumphantly she produces the receipted bill from a vanity bag. She brought the dress to the store that day for the purpose of finding another like it. What does the firm propose to do? The matter will be placed in the hands of her solicitors. That a woman of her position should be made to suffer in such a fashion is intolerable. The public shall hear through the courts how Messrs. X treat their customers of long standing.

Payment of compensation is the only remedy.

During the past summer sales season a woman, whose husband is a professional man of standing, worked that type of blackmail twice in one week in the West End of London.

Discovery of the swindle was made at an informal conference of store detectives. They meet frequently to exchange intelligence from the shoplifting front and discuss preventive methods.

Advice was taken as to whether a prosecution of the woman would lie effectively. The lawyers were doubtful. One firm was ready to try it, but the other was not. So that woman escaped; except that her name is now on the "rogues' gallery list" of London stores.

Come with me inside the organisation of a stores' detective service. In practically every important house, not only in London but the provincial cities, the man in charge is an ex-policeman.

He has under him a staff varying in number according to the size of the shop and its construction.

A shop with central stairway, side lifts and escalators, the departments, floor to floor, running around a central "shaft," is easier to protect than some of the more luxurious ones in which the departments are separate.

The largest shop detective office in London has a staff of twelve; three male detectives, eight women detectives, and a secretary on duty to flash emergency calls to any part of the building.

Each shop owns its special system of message signals. I cannot give the signal codes away, although I know most of them.

Next time you are shopping in a London or provincial store, watch the lights above the passageways between counters and show-cases. These "electric eyes" play a big part in the war on shoplifting.

A red lamp glows and flickers twice—

(Continued on page 30)

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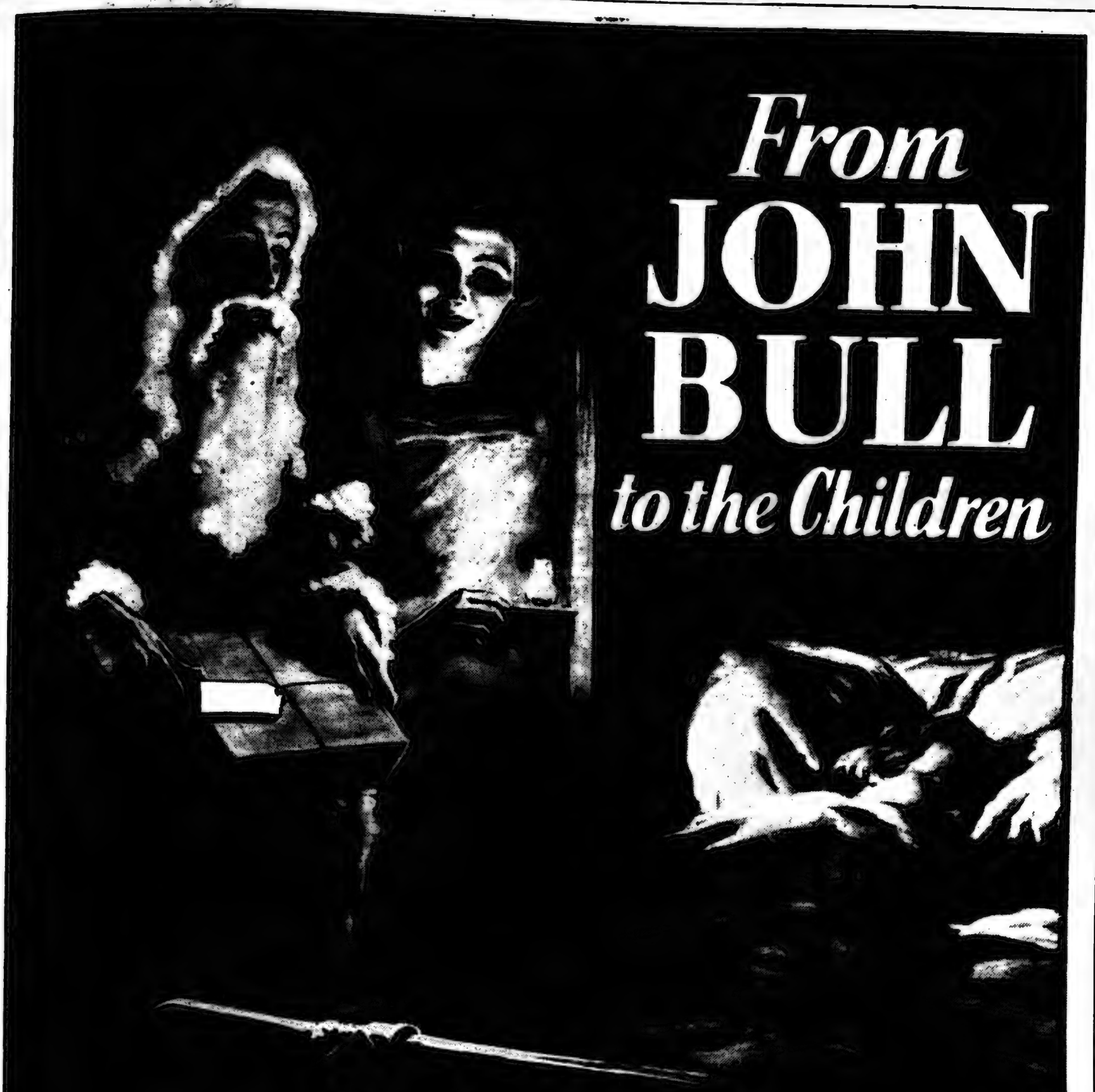

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A REAL BOOK—MORE PAGES! MORE STORIES! MORE PICTURES!

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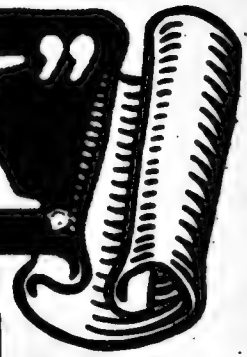
"THE FAVOURITE WONDER BOOK" opens a new door to all the magic and romance of storyland—a gallant array of childhood adventure, magic and mirth, mighty deeds and high romance—tales of yesterday and to-day . . . fascinating . . . thrilling and gay—brought to the children in an enchanting form . . . created by some of the greatest writers of children's stories the world has ever known, and brought to vivid life by the skill of famous artists. Just glance at the titles of some of the stories themselves.

IMPORTANT

All you send now is 1½d. (Three-halfpence) with the Forms below and your book will be dispatched to you the moment it is off the press. You send us your remittance AFTER you have got your volume—if you are not delighted with your volume and do not feel it represents amazing value for money—you may return the book to "John Bull."



QUICK! TURN TO THE NEXT PAGES

TALES OF FUN & FICTION

Mr. Wacksparrow and Mr. Deebles
William Tell Told Again
Prince Rabbit
The Remarkable Rocket
The Ransom of Red Chief
The Reluctant Dragon

THE GREATEST STORIES OF ALL TIME

William Tinkling
The Magic Fishbone
Bruno's Revenge
Children May Be Wiser than Their Elders
A Flat Iron For A Farthing
Captain Boldheart
A Summer Night
Mrs. Orange and Mrs. Lemon
Mrs. Leicester's School
Nutcracker And Mouse King

GREAT FAIRY TALES

Cross Purposes
The Story of Fairy-foot
The Dutch Cheese
The Lords of the White and Grey Castles
The Two Brothers Sour and Civil
The Hobgoblin of Rantipole Wood
The Bird of Truth
The Table, the Ass and the Stick
The Blue Rose
The Elfin Hillock
Faithful John

MODERN WONDER STORIES

SOS
The Winner
The Glass Peacock
The Jungle
Time Signals
The Village that Celebrated Christmas on the Wrong Day
The Outlaw
Geraldine's Burglar

THRILLING TALES OF ADVENTURE

An Alligator Hunt
The Phantom Island
The Romance of Fulk Fitzwarren
The Escape of the Duc de Beaufort
The Escape of Jack Sheppard

GREAT TALES AND POEMS of ROMANCE, ADVENTURE, MYSTERY AND FANTASY

The Horned Owl
London Town
False Friends-Like
Fairy Song
A Reflection at Sea
The Turnip Crier.
Faithless Sally Brown
The Noah's Ark
The Giraffe
Little Trotty Wagtail
The Birds' Tale
The Kinkajou
Robin Hood and the Bishop of Hereford
What Happened to Snowball
Hunting Song
Puck's Song
St. Jerome and the Donkey and the Lion
Widecombe Fair
The Wreck of the Steamship "Puffin"
The Soulful, Snailful Stranger
The Lesson
A Letter to a Little Girl
The Windmill
The Gossips
The Chimney Sweep
Pirate Story
The Chocolate Machine and Bill
The Doctor
The Parrot
An Adventure of Baron Munchausen

ETC., ETC., ETC.

Here is a glorious entertainment for every boy and girl. All the people, places and subjects dear to young hearts are here—Kings and Queens, Princesses, Fairies, Magical Animals, Dragons, Knights, Giants, Ogres, Witches, Bowmen, Gnomes and Hobgoblins, Toys, Cowboys, Indians, Fireworks, Schooldays; tales of the Sea, the Jungle, of Castles and Battles—it would be difficult indeed to find a book more packed with stories that will hold the children spellbound and keep them happy for hours and hours.

Look in the panel on the left at the names of some of the brilliant authors and artists whose stories and pictures are in this book—no other children's book has such a grand array of famous contributors.

The book itself is a lovely library volume the children will treasure and keep long after other things are forgotten. Its size is 10 inches deep by 7½ inches wide. It is printed in large, easily readable type on selected ivory-finished paper. There are two Editions.

The STANDARD EDITION, illustrated on the left, has stiff covers bound in gay Blue Morocco Grained Cloth. The title is embossed on the spine in real 22 Carat Gold. THERE IS A FULL-COLOUR FRONTISPIECE AND FOUR MAGNIFICENT WHOLE-PAGE PLATES IN FULL COLOUR. For the Standard Edition you send, after you have received your volume, only 2s. 9d., plus 1s., which includes carriage, packing, insurance, etc., making 3s. 9d. in all.

THE DE LUXE EDITION is the most sumptuous Children's Book imaginable. Its stiff covers are bound in Rich Red Figured Art. Leather, with the title embossed on the spine in real 22 Carat Gold. THIS EDITION HAS A FULL-COLOUR FRONTISPIECE AND FIFTEEN WHOLE-PAGE PLATES IN FULL COLOUR, and comes to you in a lovely full-colour jacket wrapper specially designed by Joyce Mercer. For the De Luxe Edition you send, after you have received your volume, only 3s. 9d., plus 1s., which includes carriage, packing, insurance, etc., making 4s. 9d. in all. Children are always worth the best, especially at Christmas time, and for the trifling nominal extra amount you are asked to send for the De Luxe Edition, you will be getting the loveliest book money can buy.

Both Editions have a striking design embossed on the spine and the front and the exquisite pictorial end-papers, specially designed by Wallcousins, are a sheer delight.

DO THIS NOW

To secure your copy of "THE FAVOURITE WONDER BOOK," you must fill in the Reservation Order Form and the "Books With Care" Label below as directed. Be sure to indicate on the Reservation Order Form the Edition required and to affix a 1½d. (three-halfpenny) stamp as Reservation Fee to the Form. POST COMPLETED FORM AND LABEL AT ONCE. This reserves and guarantees your volume in the Edition you specify.

As soon as it is off the press your volume will be dispatched to your home—well in time for Christmas. With it will be sent your Privilege Invoice, which must be returned with your remittance within seven days AFTER receipt of your volume.

Fathers! Mothers! Uncles! Aunts! Take "John Bull's" word for it—never before have any children had such a book as this—make sure that a child you love has this big parcel of happiness on Christmas. Remember, all Reservations will be dealt with in strict rotation. Post Form and Label TO-DAY!

HURRY UP AND POST FORMS BELOW AT ONCE!

Cut here—Do not separate.

"John Bull"

"THE FAVOURITE WONDER BOOK"

RESERVATION ORDER FORM

Books will be dispatched to applicants in strict rotation.

To: "John Bull" Book Presentation Dept. J.F.1, 6-7, GREAT EARL STREET, LONDON, W.C.2.

Please reserve in my name a copy of "The Favourite Wonder Book." I have affixed a 1½d. (three-halfpenny) stamp as Reservation Fee to the space provided in the bottom right-hand corner of this Form. This guarantees my Volume in my name. I understand that you will dispatch my Volume together with an invoice in a few days. I have indicated below the edition—Standard or De Luxe—I require, and certify that I will remit the amount specified below WITHIN 7 DAYS OF RECEIPT OF VOLUME.

Standard Edition 2/9 plus 1/-, which includes Carriage, Packing, Insurance, etc., making 3/9 in all.

(You MUST cross out EDITION NOT required)

De Luxe Edition 3/9 plus 1/-, which includes Carriage, Packing, Insurance, etc., making 4/9 in all.

YOUR SIGNATURE .....

Write Clearly in BLOCK LETTERS

YOUR NAME .....

FULL POSTAL ADDRESS .....

DATE _____ .....

The last day for receipt of Reservations from this announcement is Thursday, Nov. 11.

This offer applies only to persons residing in Great Britain, Northern Ireland or Irish Free State, N.B.—Applicants from Irish Free State will be required to pay any charges that may be levied.

IMPORTANT

You MUST affix a 1½d. (three-halfpenny) stamp as Reservation Fee to space below.

This Form and 1½d. stamp, together with the "Books With Care" Label MUST be posted in a sealed envelope bearing a three-halfpenny stamp. Your name and full postal address MUST be clearly written in BLOCK Letters on the Label.

A three-halfpenny stamp must be firmly affixed by you to the space below.

AFFIX YOUR THREE-HALFPENNY STAMP HERE.

"John Bull" 6.11.37.

BOOKS WITH CARE

CARRIAGE PAID HOME

Write clearly in BLOCK letters.

NAME .....

Full Postal ADDRESS .....

.....

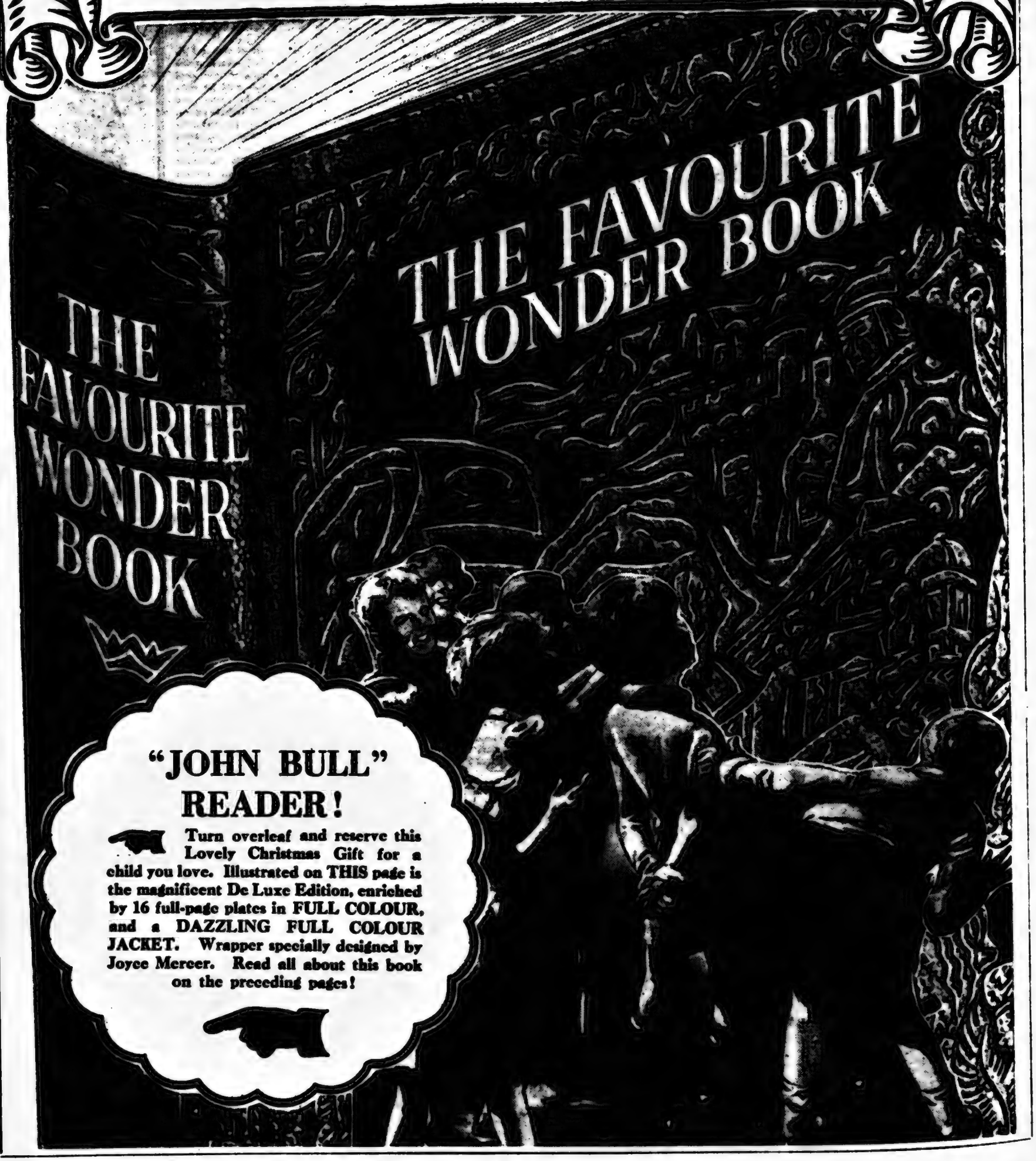
.....

J.B. F.W.B.

If undelivered, return to "John Bull," 6, Catherine St., London, W.C.2.

PLEASE KEEP THIS CAREFULLY FOR REFERENCE:

JOHN BULL'S SUPERB CHRISTMAS SURPRISE *for the Children*



"JOHN BULL" READER!

Turn overleaf and reserve this Lovely Christmas Gift for a child you love. Illustrated on THIS page is the magnificent De Luxe Edition, enriched by 16 full-page plates in FULL COLOUR, and a DAZZLING FULL COLOUR JACKET. Wrapper specially designed by Joyce Mercer. Read all about this book on the preceding pages!

MUST WASHDAY MEAN HOURS OF HARD RUBBING?

Absolutely! SAYS RUB-A-DUB DOLLY

Absolutely not! SAYS UP-TO-DATE POLLY

RUB HARD? OF COURSE WE WOMEN HAVE TO! HOW ELSE CAN WE GET CLOTHES CLEAN? WHY, THE CLEANER I GET MY WEEKLY WASH, THE MORE WORN OUT I AM ON MONDAY NIGHTS!
POOR OLD RUB-A-DUB DOLLY... SOMEONE SHOULD SHOW HER THAT THE NEW SCIENTIFIC RINSO METHODS BOIL WHITES SNOWY IN 2 MINUTES—SOAK COLOUREDS BRILLIANT IN 12—WITH NO HARD RUBBING. I THINK I'LL SHOW HER MYSELF...

This is what Polly showed Dolly:

THE NEW RINSO METHODS

SEE, DOLLY, YOUR RUB-A-DUB DAYS ARE OVER!
POLLY, YOU'RE RIGHT! THE RINSO 2-MINUTE BOIL HAS MADE THESE SHEETS ALL THEY NEED IS A QUICK RINSE. YET I'VE SAVED 20 MINUTES' RUB... IT'S AMAZING!
TAKE A PEEP AT YOUR COLOUREDS—THEY'VE SOAKED FOR 12 MINUTES.
GRACIOUS! THEY'RE BRILLIANT... DAZZLING! I WON'T HAVE TO RUB THEM HARD AT ALL! I'LL HAVE FINISHED MY WHOLE WASH IN A FEW MINUTES, YET IT'S ONLY 10.30. NO MORE HARD MONDAYS FOR ME!

WOMEN DELIGHTED BY NEW SCIENTIFIC WASHING METHODS

Get Brilliant Clothes-lines Hours Earlier—Save Money—Do No Hard Rubbing

WOMEN are absolutely delighted by the new Rinso way to wash clothes. It's no wonder, either, for scientific tests have revealed that with this wonderful new Rinso way of washing you can actually:—

Bring your copper to the boil and then do the actual boiling in less time than it takes to boil an egg—in just 2 minutes at the boil in Rinso. You put the clothes straight into the copper in lukewarm Rinso suds. Don't soak them or rub them beforehand. Instead, simply dampen the extra-dirty places and smooth in a little Rinso. Bring to the boil, as usual. And boil for only 2 minutes!

And you can:—

Soak clothes clean (the things you don't usually boil) in just 12 minutes in hand-hot Rinso suds.

You can do these things without any scrubbing or hard rubbing whatever. You can have a brilliantly white and clean wash hours sooner than ever before, and be as fresh as a daisy when it's done!

And don't forget—Rinso needs no outside help from bar soap, flakes, or other washing powders. It actually saves money by doing the whole wash alone and unaided! It's just as good for the finest silks and woollens as it is for the heaviest overalls. In fact, a quick wash-through in cool Rinso suds brings up your dainty things bright as new.

Get Rinso for next washday. Remember—just 2 minutes at the boil for whites, 12 minutes' soaking for coloureds to make clothes clean with Rinso. It costs only 3½d., 6d., or 10d. a packet.

And of course, if you're lucky enough to have a washing machine, don't forget that *thirty-three* leading washing-machine manufacturers recommend Rinso—and Rinso alone. So try it in your machine—you'll be delighted!

IMPORTANT. Don't be misled about "extra" whiteness in washing clothes. For safe washing, avoid using any product with a strong bleaching or whitening action.

Rinso gets clothes brilliantly white and clean in a safe, natural way. No mixing is necessary, and no mistakes occur because there are no destructive chemicals in it. Rinso won't harm fast colours, fabrics or hands.

2 MINUTES' BOILING or 12 MINUTES' SOAKING with RINSO *is all you need to make clothes brilliantly clean*

R. S. Hudson Limited, London

B2431-364-65

—its bound to be tasty!

"But I have not tried such a large fish before. How does one cook it?"

"That's quite simple Madam! You just stuff it with forcemeat, lard it well, put it into the oven, and let the 'Regulo' do the rest. And I'll guarantee you'll never wish for a more tasty dish."

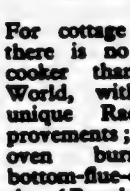
"It certainly sounds appetizing; but tell me, how did you guess my cooker was a New World?"

"Well, that's quite simple with everybody thinking and talking of precision cooking! I should say that ninety-nine out of every hundred of my customers tell me that they leave all their cooking worries to the 'Regulo.' But actually your cook happened to mention the fact to me when she was in the other day, so really I'm not so clever as I make out: except that I *did* persuade my wife to change our old gas cooker for a New World."

The Three Features that make Precision Cooking possible

'Regulo' is the registered trade mark of Radiation Ltd.

For cottage or castle—there is no better gas cooker than the New World, with its three unique Radiation improvements; i.e., single oven burner, direct-bottom-flue-outlet, and the 'Regulo' automatic heat control. These three together ensure perfect cooking, and are only obtainable with the New World Gas Cooker.



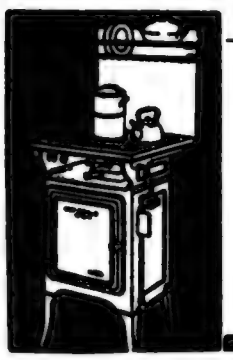
This Radiation 'Regulo' Cooking Timer enables you to time exactly any cooking operation. Bell rings at end of cooking time. Simple to use. Obtainable at Gas Showrooms.

NEW WORLD

REGULO-CONTROLLED PORCELAIN ENAMELLED

GAS COOKERS

SEE THEM AT YOUR GAS SHOWROOMS



Post under ½d. stamp. MADE BY Radiation

To Radiation Ltd., (Dept. S24/T),
164 Queen Victoria Street, E.C.4.

Please send me free booklet, "Better Breakfasts"

Name .....

Address .....

.....

COUPON

How I bring up fine, jolly children on a wage of £2·15·0 A WEEK

MRS. GILBERT'S WEEKLY BUDGET
Rent 6 s. d.
Coal and Electricity . 1 2 0
Food . 5 6
Sundries . 1 5 0
. 2 6
Mr. Gilbert is a porter at a block of flats. His Christmas bonus and tips cover holidays, clothes for the family, cigarettes, etc.)
TOTAL £2 15 0

"I always give them food that aids digestion"

"Rowntree's Cocoa is grand for that," says Mrs. Gilbert, of Tufnell Park.

"YOU'VE NEVER SEEN such jolly, sweet-tempered kids as my two," says Mrs. Gilbert, "always playing and chuckling to themselves.

"I do think I deserve some of the credit for that. I do the best I can, on a family income of £2.15.0, which leaves just 25/- a week for food, to give Betty and Roy the kind of meals that are really good for them.

"One thing that has been a grand help for that is Rowntree's Cocoa. It actually helps children's digestion, I find — their food never disagrees with them when they have Rowntree's at meals.

"And, of course, Rowntree's Cocoa is splendidly nourishing — well, just look at my two children! You can see how Rowntree's builds them up."

* * *

Rowntree's Cocoa is made by a special "pre-digestive" process, so that it actually helps children to digest all their other food and get more body-building nourishment out of it.

Meals with Rowntree's give children extra supplies of energy, and build up their bones, muscles and tissues more quickly. Next time you're shopping, ask for Rowntree's Cocoa.

Mr. and Mrs. Gilbert like Rowntree's Cocoa, too. Mr. Gilbert finds that it gives him new energy after work.

Free! **BAGATELLE BOARD**

One of hundreds of Free Gifts in exchange for Rowntree's Cocoa coupons. Free Gift coupons in every tin: send a postcard (postage 1d.) to Dept. CB34, Rowntree & Co. Ltd., The Cocoa Works, York, for free gift booklet containing Free Voucher value three coupons.

Continuing Detectives with a Difference

The shop detective's job is not made easier by the big shopping crowds

MURDER *in a* CROWD

the house detective is needed on the second floor. A green lamp illuminates and remains steady—meaning that a girl watcher should go to the house telephone for instructions.

There are codes by means of telephone bell ringings, by the peculiar buzzing of lift calls, and through the pneumatic tubes of the change supply. Each different call means something.

At one store the playing of a particular tune by the orchestra in the restaurant will send all members of the detective branch, who may be at lunch, to the fur department—because the luncheon hours are the most common for fur thefts in all London shops.

Normally, all detectives in a store are out and about among customers during their duty hours. The men try to look like the husbands of women shoppers, while the women detectives *are shoppers.*

I have a store detective friend who rings the changes in character most successfully. He is never the same any day of the week. He is a clergyman one day; the next wearing what he calls his "Stock Exchange suit"—black lounge coat, grey striped trousers, bowler hat; and next "all country"—tweeds, brown brogues; brown soft "pork pie" hat, with appropriate little feather, and raincoat over arm.

Really he carries the part in all his costumes. He is only the detective when he relaxes, and we talk in a comfortable hide-out across the way.

Measure his success from the fact that he had three arrests and prosecutions of shoplifters last week.

PERHAPS the young women detectives have the most tantalising job of all. They buy, and they buy, and they buy, but they never receive a single purchase.

There is a girl, whom I met lately, who "bought" in a month furs worth £4,000—coats of mink, musquash and ermine, ties and wraps of every example of furry animals, all those dream adornments—and not a single one of them *for herself.*

And this young woman is the best fur-thief spotter in the whole country. She has an instinct for it, and in consequence spends the best part of her life in a fur department, being a phantom customer—buying but not receiving.

When she is buying, she is watching—an observation officer on customers of the ordinary, and extraordinary kind. Her salary is £5 10s. a week, and she is worth double.

Certainly she saves her employers many hundreds of pounds a year by her cleverness.

She said to me, with a trace of longing in her voice: "Sometimes I wish that I could afford to own *just one* of the fur coats I am constantly buying."

The home background of this young woman detective: She has a middle-aged husband who suffers from a war-born indisposition to work, and two sons at school.

The husband draws a small pension. She keeps the family going by buying fur coats and catching shoplifters. When she leaves the shop at six o'clock or soon after each evening she goes back to housework.

I think she deserves the best fur coat that was ever shown in her store.

ALL the women on the detective staff of a London store do this same kind of watching. They mix with the regular customers and just keep their eyes skinned.

When next, "Mrs. Reader," you are at the stocking counter at ——, the woman complaining to an assistant about something or other may be a house detective.

That she is near to you is no reflection on your character. She is keeping tag on a woman in a long coat, who has a reputation for silk stocking snatching, which is one of the easiest of thefts in a big shop.

The snatcher comes in when the department is likely to be busy, and the assistants rushed off their feet. She wants the most expensive stockings, and they must be an exact colour tone to go with a dress.

Necessary, therefore, for her to take an assortment of pairs from the counter to the window to get the light on the stockings, and the proper match. The assistant cannot go with her; she has another customer clamouring for attention.

Returning to the counter, the snatcher says: "I will have six pairs of that kind sent to me cash on delivery at this address ——."

The order is taken and the woman walks out.

She has two other guinea pairs of stockings under her armpits, beneath her coat, and the address she has given is fictitious.

A practised stocking snatcher will secure a dozen pairs of expensive stockings in a day from various shops by this method. She is one of the worst of the store pests.

In shoplifting there are two well-defined classes—the amateur—described as such for want of a better word—who is in ordinary affairs most perfectly respectable, but has the lust for acquiring things without payment, and the professional, who works for re-sale and profit.

THE "amateur" may be the wife of a judge (that has happened) or a doctor or a tradesman. No class of society is exempt from this amazing pilfering mania. Usually the thief is a woman in the middle forties.

As for the professional, she is young and smart. Her objective is mainly furs and jewellery. The professionals tour in parties of three, and they usually choose lunch or tea time for their raids, when a department is depleted of assistants.

Two of the gang pose as shoppers, making the assistants run to meet requirements, while the third loiters in—casual-like—picks up the spoil, and strolls away to the entrance, and the car which is always waiting.

Taking everything into account, the store detective is thoroughly occupied every hour of duty. Between-whiles he is giving evidence at police courts—perhaps several times a week.

On occasions it happens that the store detective has the unpleasant task of setting a trap for a fellow-employee.

The buyer of a department reports that at the last stocktaking his return showed unaccountable discrepancies. There is a leakage somewhere. Probably cash payments of customers have not been properly returned. That is easy when a customer is in a hurry, and will not wait for a receipted bill.

Simple for an assistant who has sold an article for, say, 2/6, to make out a bill for 5s. and pocket the difference.

On occasions an alliance to defraud between assistant and pseudo-customer is suspected.

Different methods are adopted, according to the circumstances of each case, for catching the dishonest employee. The end is inevitable.

Traps of another kind are laid for the objectionable male pests, who frequent large stores and annoy attractive women shoppers as well as girl assistants. That sort of thing occurs far more commonly than you would think, and it is a difficult matter with which to deal.

Usually it falls to the lot of the best-looking woman on the detective staff to be a "lure." She has to trail the suspect until she feels justified to complain of having been insulted. Thereafter the "annoyer" is escorted to the senior detective's room, and passes through an extremely unpleasant half an hour. Believe me, the ex-C.I.D. men who guard the stores of West London can frighten the life from such undesirables.

CRIMES of infinite variety—petty larceny, fraud, safe-breaking, blackmail, robbery with violence, forgeries, impersonation by which to obtain goods, soliciting—all come within the purview of the big stores "dick."

Tragedy also—suicide, fatal accident, and even murder.

Recollection takes me to an afternoon just before Christmas, and a store thronged with customers.

Amid the happy, present-buying crowd, the great William Whiteley, "Universal Provider," was shot dead, outside the private office in the business he created, by a young man who claimed to be his son.

The murderer committed his crime with horrified people watching him, and turned the revolver on himself, attempting his own life. A house detective, hearing angry, upraised voices, pressed forward to see what was wrong.

He saw the drawn revolver, made a dash to try to save the "Governor" and prevent the other shooting. I heard the story from an eye-witness the same evening.

Next Week:
The Hotel Detective

You can't re-fuse it!

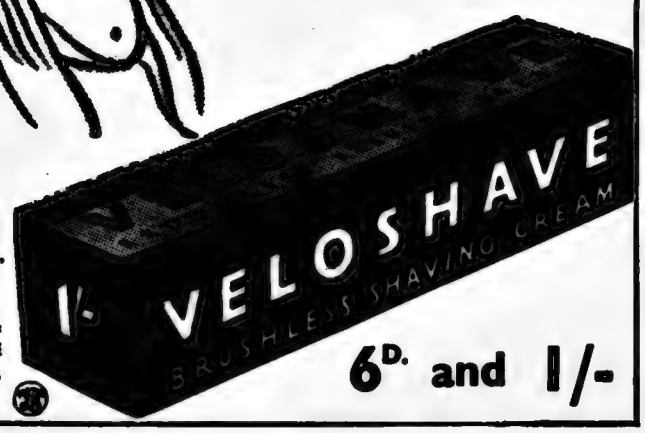
You simply can't say 'No' to Pan Yan. Its delicious spicy flavour brightens up any meal, hot or cold. And that's not all—Pan Yan is specially blended to stimulate digestive action, to help people get the best out of what they eat. That's why Pan Yan helps to keep folks happy—because after all, 'good temper starts in the stomach'!

"Why the dickens didn't I hear of it before?"

RENE COS, LTD., 9, QUEEN VICTORIA ST., LONDON, E.C.4, & 44, WEST GEORGE ST., GLASGOW, C.2.

"Why the dickens didn't I hear of it before?"

No brush, no messy lather. Simply wet your face, spread on a little Veloshave—then take your razor. Your beard is not merely softened—each hair is held, by Veloshave's "consistency," erect to the razor's edge. Clean-away goes even the toughest stubble. And when you've had this quickest smoothest shave of your life—notice how cool and fresh your skin feels. That's the special tonic, antiseptic oils in Veloshave!... Get a tube of Veloshave to-day. You can't start this new and better shaving-way too soon.



RENE COS, LTD., 9, QUEEN VICTORIA ST., LONDON, E.C.4, & 44, WEST GEORGE ST., GLASGOW, C.2.

6D. and 1/-

A/37

OXO for Fitness

USED IN MILLIONS OF HOMES

1 The "Quins" at eleven months old. Even before they could walk they were enjoying Quaker Oats daily.

THE 'QUINS' PROGRESS ON QUAKER

2 Emilie shows promise as a dance-band leader. Already this is a vastly different Emilie from the tiny little girl in the bottom left hand corner of the picture above.

3 Cecile was the last of the "Quins" to teethe. Teething over, they began to take their first real solid foods. Quaker Oats was one of them.

4 On Quaker these lovely little girls have thrived into healthy, normal, full-weight three-year-olds.

It's the vital Tonic Vitamin B in

QUAKER OATS

that made the experts choose it for the famous "Quins."

World Copyright reserved. Reproduction forbidden.

Vitamin B is nature's safeguard against constipation, poor appetite and "nerviness."

40 Vitalizing Breakfasts for 8½D.

279

One Bob Martin's once a day

keeps him fit

the 'plus dog' way

Always in the best of spirits, always a cheerful companion, a *plus* dog is never "under the weather." His daily Bob Martin's keeps him fit in spite of restricted exercise on rainy days, and the richer, greasier foods that winter brings him. By purifying his blood, these famous powders protect him from the common winter blood disorders such as listlessness, scratching and loss of appetite. And because his blood is pure, a *plus* dog grows a thick warm coat which is proof against winter's worst wind and rain. Begin to-day to give *your* dog his 'one Bob Martin's once a day'. Make him a *plus* dog and he'll show you what a happy, lovable fellow he can be when he's *fit*.

If your dog is out of condition

If your dog is scratching, listless or suffering from any of the other common blood disorders, such as loose coat, eczema and swellings between the toes, he will need special treatment. Follow the directions given in the Bob Martin packet and soon he'll enjoy glorious *plus* dog health.

How to keep PLUS dog fitness

There are two methods widely used by leading Breeders and other thoughtful dog owners. The majority find it convenient to give one Bob Martin's regularly every day, but some prefer to give three Bob Martin's on Saturday and three again on Sunday. Either of these methods will give your dog a new and lasting fitness—*plus* dog fitness.

Sprinkle the powder in a little milk, or on his food, or drop it dry on to his tongue. Bob Martin's Condition Powders are quite tasteless. In packets, 6d. & 1/-, from all chemists, dog shops, etc.

BOB MARTIN'S CONDITION POWDERS

for better health, better coat, better spirits

Victory Over Horror

DURING the six months' health campaign which the Prime Minister has just launched we are going to be told a lot about our health services.

One of them, at least, is little known to the general public.

The clinics for children which have sprung up in the last ten years might very well be called "hospitals of happiness." That is, in fact, what they are; hospitals where little children, warped by fear or misery, learn through happiness the way back to a normal life.

The scientific term applied to the little patients treated at these clinics is "maladjusted"—because they are so abnormal that they don't fit properly into society.

Sometimes they are obsessed by fear, caused perhaps by some terrifying experience, or an unhappy home. Sometimes the symptoms show themselves in outrageous behaviour, dirty personal habits, petty stealing, or wandering. Most of them are "anxiety" cases—over-anxious and worried that they cannot do things well enough.

But, whatever the cause is, the fundamental treatment applied to them all is to make them happy. So the clinics are bright, cheerful places, with attractive playrooms. They are quiet and peaceful, too, with an atmosphere of calm security.

▼ ▼ ▼

Kindness is the most important medicine dispensed by the highly-trained staff. When the children's confidence has been gained and they feel that the people at the clinic are friends to be trusted, then the cure can begin.

Mary was a little girl of eight who lived in the East End. She was one of a large family in poor circumstances, and had developed an overwhelming fear of going out.

She would not leave the house in any circumstances, refused to go to school, would hide in cupboards, lock herself in the lavatory, have uncontrollable screaming fits at every effort to induce her.

Finally, the local doctor reported the case to the Tavistock Clinic—pioneer of this work in England.

The problem was how to get this child to the clinic. The first step was for a "social worker" to visit her at home.

She went about six times, spread over a month. Just friendly little calls, bringing a toy for the child; seeing her and making friends. One day she managed to get Mary to consent to go for a ride in her car. The bribe was that they were to find a toy in the shops. They went, bought a toy, and returned home.

At the next visit they went in the car again, to find more toys—this time at the clinic.

Gradually, the child's confidence was gained, and after a number of intelligence tests had been made a doctor was able to diagnose that her trouble had been caused by seeing her brother burned to death when she was small and by witnessing a bad motor accident. The effect of both these terrible experiences had been accentuated by the hardships at home. She felt that the world was a terrifying place and refused to go out into it.

After three months of weekly visits to the clinic she had made such progress that she returned to school quite willingly. She is not yet quite cured, but is making rapid headway.

Sometimes the symptoms show themselves in outrageous behaviour, petty stealing

Jimmy, when he came to the clinic, was a pathetic little chap of nine, haunted by the fear of dying.

His father was a very sick man, and his mother suffered from a bad heart. The child had grown up in such an atmosphere of illness that fear of death had become an obsession.

His case was too serious to be treated at the clinic, and an important part of the cure was his removal from the home environment. He was sent away to a home in the country where he is receiving special psychological treatment. After several months there is a big improvement, but it will still take some time before he has quite recovered.

The work of these clinics is roughly ten years old. But in that time nearly fifty have been established in different parts of the country. Yet, in spite of the rapid development, there are not nearly enough to cope with the work.

The call on clinic services is so heavy that they do not seek publicity. A sheaf of new cases is only adding to the congestion unless with them comes money to provide the necessary treatment.

Often the children sent to the clinics are delinquents in the making, but they turn them into self-respecting youngsters.

One such case which came to the Tavistock Clinic concerned a girl about twelve who was giving her parents trouble by stealing.

She was one of a family of six children, all of whom gave trouble in one form or another. There was a step-mother—good to them by ordinary standards, but too strict, lacking in imagination, and always telling them how good she was to them.

After thorough investigation the doctors decided that the child must be taken away from home. This is always done reluctantly. But sometimes, when the atmosphere of the home is the obvious cause and there seems no hope of remedying it, it is the only course.

▼ ▼ ▼

So Joan was sent away to a boarding-school by the sea, which is run specially for children with unhappy homes.

She was very happy there, and never gave the slightest trouble. The stealing ceased. For over a year she did not go back home, the clinic arranging for her to go elsewhere for the holidays.

Now, after being away for nearly two years, she is able to go home to a more sympathetic family circle without there being any fear that she will relapse into her old ways.

A very successful experiment in connection with problem children has been made by the Waifs and Strays Society. There are thirty boys, whose ages range from six to twelve, at the Rudolf Memorial Home, Balham. Thirty really "tough nuts," who under sympathetic care are changing into normal boys.

As soon as they are fit to take their place among ordinary boys, they leave Balham and go to one of the society's other homes.

One little chap there has a sister living with foster-parents with whom he himself lived until his bad behaviour made it necessary for him to be sent away.

Their mother is dead, and father (in India) never bothers about them. The boy writes regularly to his sister, but the foster-mother cannot forgive him, and will not allow her to have the letters. The poor little chap cannot understand why she does not reply.

▼ ▼ ▼

One boy openly accused the matron of not posting their letters. After that the boy was sent to post his own.

There is one little inmate who was so glad to get away from his parents that he said good-bye to them the day he came in, and has never once asked for them or mentioned them since!

The work is now recognised as being of such importance that a Government subsidy has been granted to the school.

In our recent article, headed "Magistrates go to School," it was wrongly stated that the Tavistock Clinic used to be known as the Institute for the Scientific Treatment of Delinquency.

Actually, both institutions work independently—though several physicians are on the staffs of both bodies.

Race with "Silver Ring"

Last Big Double

END of the drought will mean many upheavals of form, so, during November, backers are advised to act cautiously.

At the best of times it is the trickiest month of the year, for stables are after the winter's keep and fields are unwieldy.

Regarding the final big double of the season, I like the look of Severino for the Derby Cup and First Flight for the Manchester November Handicap, and I suggest a starting-price double rather than an ante-post wager.

This will save disappointment if the November Handicap is abandoned owing to fog, which has happened on several occasions.

"SILVER RING'S" CODE

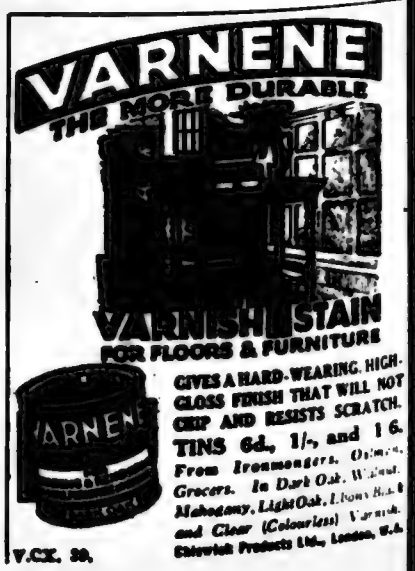
The Code covers the racing from Thursday, November 4, to Wednesday, November 10.

Z Q C 93 B 94 M R 96 T F O A P U X
L H J I 95 E D W N 96 G S K V Y 97

In place of the letters or figures advertised in the *Sporting Life* and *Daily Herald* read those above or below, as the case may be. Example:

KZMRUJQ would read ALDWYCH.

Where a double letter occurs in the name of a horse the figure 2 is substituted. PKZ293V would read VALLIP.



GIVES A HARD-WEARING, HIGH-GLOSS FINISH THAT WILL NOT CHIP AND RESISTS SCRATCH.

TINS 6d., 1/-, and 1/6.

From Ironmongers, Oilmen, Grocers. In Dark Oak, Walnut, Mahogany, Light Oak, Ebony Black & Clear (Colourless) Varnish.

Cuprinol Products Ltd., London, W.4.

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RNISH STAIN
FLOORS & FURNITURE
GIVES A HARD-WEARING, HIGH-GLOSS FINISH THAT WILL NOT CHIP AND RESISTS SCRATCH.
TINS 6d., 1/-, and 1/6.
From Ironmongers, Oilmen, Grocers. In Dark Oak, Walnut, Mahogany, Light Oak, Ebony Black and Clear (Colourless) Varnish.
Cuprinol Products Ltd., London, W.4.

She was 33 yet he preferred her to the younger girl

I HAPPEN TO KNOW THAT SOMEBODY IS INTERESTED IN YOU.
DON'T BE SILLY JILL, ROBERT KNOWS HEAPS OF YOUNGER GIRLS, I'M AN OLD MAID NOW.
YOU'VE GOT THE SKIN OF A GIRL OF 18 MONICA—WHAT DO YOU USE FOR IT ?
ONLY SOAP AND WATER—BUT A VERY SPECIAL SOAP —EVER HEARD OF KNIGHT'S CASTILE ?
JUST HEARD ABOUT YOU AND ROBERT, MONICA— CONGRATS! AND BY THE WAY, I'M USING KNIGHT'S CASTILE NOW AND FREDDIE'S GETTING QUITE INTERESTED
Knight's Castile
FOURPENCE PER TABLET

Knight's Castile

SPECIALLY MADE FOR THE FACE

RC 201-364

JOHN KNIGHT LIMITED—SOAPMAKERS SINCE 1810

I'M NOT QUARRELLING— BUT YOU'RE SO UNFAIR !

NERVES ON EDGE... ... HASTY WORDS

they generally mean

YOU'RE SERIOUSLY RUN-DOWN

IF you find yourself snapping at people you love — letting your temper boil up over trifles — it's generally because you're tired out and overstrained.

Doctors know that this "nervy" tiredness has a definite *physical* cause — your blood is feeble and "under-fed." Your whole system is starved of nourishment and vitality. You're seriously run-down.

New vigour for your blood

To get at the *cause* of this trouble, to nourish and revitalize weakened blood, doctors have recommended Hall's Wine for forty years. This rich tonic wine pours new vigour into your blood *at once*. It actually starts to do you good in body and mind *within thirty seconds!*

And unlike superficial tonics, Hall's Wine builds up *permanent* strength. Amazingly soon you'll feel and look years younger! Get a bottle today.

★ ★ ★

From Wine Merchants, Licensed Grocers and Chemists. Large bottle 5/6, smaller size, 3/3. Stephen Smith & Co. Ltd., Bow, London, E.3.

IT'S YOUR BLOOD THAT FEEDS YOUR BODY

THE chief function of your bloodstream is to carry nourishment all over your body to muscles and nerve tissues.

When you're "over-tired" at the least extra effort, it means that your blood is feeble and "underfed." You need a tonic to nourish your blood and thus revitalize and rejuvenate your entire system. That is just what Hall's Wine does. Start taking it today!

"I'd forgotten how it felt to be well!" Your whole life is different once you're rid of tiredness and irritability. Happy days are here again — when you take Hall's Wine.

For quick, lasting recovery in convalescence and from

DEPRESSION, ANÆMIA
LACK OF VITALITY
NERVOUS DEBILITY
TIREDNESS, INFLUENZA
BRONCHITIS

HALL'S WINE

The tonic that does you good in 30 seconds

Yes! She's always been *regular!*

Men and women who take Beechams Pills are our finest advertisement. They're regular people! They're people you can count upon because they obey Nature's Golden Rule of Health. Enjoy "regular" good health yourself — remember your Beechams Pills.

Purely Vegetable. *Sold Everywhere.*

Keep REGULAR with

BEECHAMS PILLS

WORTH A GUINEA A BOX

LIFE IS A JOY!

when you eat

HOVIS

THE NATIONAL HEALTH BREAD

Best Bakers Bake It

Macclesfield H.238

STEWS

Lancashire Hot Pot

Irish Stew

Scotch Broth

All go better with

H·P

SAUCE

Per bottle 9d Picnic size 3d.

Husky Throats

Soothe them after singing, speaking or smoking—with

Vick BRAND Lozenges

6d

PASTILLES

We were in danger of being swept away

NIGHT OF TORRENT

Conrad Phillips is visiting registered readers in their homes and retelling their big thrill. £5 5s. is paid for each story published. This week's story is from Registered Reader No. 323,676, E. S. MacFarland, 34, Faircross Avenue, Romford, Essex.

FOR thousands of years the historic city of Baghdad has rested on the banks of the river Tigris, and for thousands of years the cosmopolitan population of the city has watched the river in all its moods.

They have seen it in the late summer smiling under the perpetual blue skies, and they have seen it in the Spring, when it is fed by its many tributaries that carry the melted snow from the peaks of the Taurus and Caucasian mountains. In the Spring the Tigris is in a dangerous mood.

It becomes a mighty torrent, sweeping all before it and threatening always to overwhelm the city.

On the left bank, facing down-stream, is the important part of the city, with its churches, mosques, banks, bazaars, Government and residential buildings and the large combined Customs and railway warehouses. In these buildings are hundreds of thousands of pounds' worth of merchandise.

In addition to the vigilance of the engineers on the river banks by day and night, the whole of the area containing the warehouses, railway station, yards, staffs' quarters and locomotive shed, is protected by huge embankments on the north and east sides, while close in the rear on the south and west side is the city with its 40-feet high slopes.

I, as supervisor in charge of this area, considered that our merchandise was immune from floods, but there was to come a day when I was forced to change my opinion.

The greatest adventure of my life started one sultry afternoon in April. At the time I was watching my clerks in the counting-house collecting charges and completing Customs and railway delivery papers. About three o'clock an Arab driver came in with news that the river had burst its banks and was flooding the country.

THIS news was followed by a report that one of the King's palace officials had opened an irrigation gate to water the palace gardens and had been so overwhelmed by the mighty rush of water that all the attempts to close the gate failed.

Soon the gate was swept away, and the river bank some four miles from us had been breached.

By this time the incessant roar of water in the distance filled our ears. More by curiosity than by apprehension I went out to the embankment which protected us to see if there were any signs of the flood.

The sight that met my gaze was awesome. Where a short time before had been green fields and Arab villages was miles of water.

Huts had been swept away; houses built of sun-baked mud were toppling over and a collection of drowned animals, Arab furniture, including cradles, some of which contained infants, and a mass of other débris were being carried madly away as the flood swept on from the north to the eastern side of the city.

Then the impossible happened.

AT seven o'clock that evening the voice of many waters combined in one great roaring torrent, charging our embankment furiously and finally breaching it. It charged, fell, rose and swept forward again as fresh legions of that mighty army took up the attack on our sheltered inner position.

Very soon the breach was widened and the river was dashing itself against the high city slopes.

There were, however, still three banks of our railway engine triangle between us and the flood, but I knew instinctively that there was little hope of our escaping the flood.

The earth, excavated to make the city embankments, had left a deep trench 40 feet wide at the bottom. It was situated between us and the city, running all along the back of us to the eastern embankment. The water had already begun to pour into it, and it was palpable that it would soon be filled.

Higher officials were now on the scene. They asked my opinion and I suggested that in order to relieve our position of danger our eastern embankment should be speedily cut in line with the deep trench.

This cut, I maintained, would permit the flood to run out and join the rest of the water in the flat country beyond.

But no sooner had we decided to do this than the realisation came that it was too late.

It was now impossible to save the goods, and I thought of my own safety.

The water had now surrounded me, and in order to reach the higher part of the railway station I had to wade through the rushing water.

By this time our personal safety was in jeopardy. We were at the far end of one of the platforms and water was pouring over it at a terrific rate. The danger lay in the possibility of our being swept away.

After a perilous climb we finally reached the flat roof of the engineer's bungalow.

The servants, anticipating our plight, had brought up some furniture and food, and we all waited for what might be in store for us.

Below us the rooms gradually filled with water as the flood rose, but the walls of solid stone prevented the building collapsing.

The night wore on. Then, after what seemed an endless wait, the dawn broke. With it the desolation of the flood was revealed once more.

We were horrified to see ourselves cut off by a deep lake. Below us the railway station and other buildings had disappeared beneath the water, but the tall, gaunt walls of the warehouses still stood grotesquely up out of the flood.

We all welcomed the sight of a servant cooking bacon and eggs on a spirit-stove, and a few minutes later were enjoying a hearty breakfast.

Presently, we were overjoyed to see a boat coming towards us. People on the shore had seen us on the building through field-glasses.

When we reached dry land we were surrounded by crowds of Arabs, Persians, Kurds, Chaldeans and the other races which inhabit the city of Baghdad. All of them were gesticulating and wildly debating who we were.

Labourers were busy at the North Gate streets erecting a sandbag parapet, while agitated Jewish merchants and their agents rushed forward to enquire about their goods in the warehouses and railway trucks.

Hundreds of thousands of pounds worth of sugar, tea, cotton, woollen and silk piece goods, and a long list of other commodities, had either been destroyed or damaged.

When I got out of the boat I felt ready to collapse.

Escaping from the crowd, I met one of my staff, who took me to his home, and soon I was in a comfortable bed, fast asleep, with the voice of the many waters still roaring in my dreams.

HOW TO CURE THAT TIRED FEELING

If a day's work or a day's shopping has left you too tired for anything, here's the way to put yourself right in a few minutes.

Just drop a couple of those new 'Alka-Seltzer' Tablets in a glass of water and drink it as soon as it's stopped fizzing. 'Alka-Seltzer' is wonderful when you're tired or out of sorts. It makes the worst headache go almost instantly.

Yet 'Alka-Seltzer' Tablets aren't a drastic drug. They are the latest medical discovery to counteract that bane of modern life, Acidity. They make a pleasant-tasting, sparkling, refreshing drink which brings almost instant relief from Indigestion, Wind, Heartburn or Flatulence, and any ache or pain. And while it brings relief quicker than you ever dared to hope, it brings a permanent cure by counteracting the cause.

There's nothing like 'Alka-Seltzer' Brand Tablets. They're not to be confused with salts. They are not a laxative. They're something quite new but they are proved and tested. Last year over 25,000,000 people found in 'Alka-Seltzer' the relief they had sought for years.

OUR GUARANTEE: Get a bottle of 'Alka-Seltzer' Brand Tablets from your chemist to-day. (The 2/- size contains 2½ times the quantity of the 1/-). If you aren't more than satisfied he will refund your money.

FOR GOOD HEALTH AND SOUND TEETH you must have HEALTHY GUMS

Gibbs "S.R." (TOOTH PASTE)

FOR TEETH AND GUMS

SPECIALLY PREPARED FOR THE TREATMENT AND PREVENTION OF INFLAMED TENDER OR BLEEDING GUMS (GINGIVITIS) AND PYORRHOEA

Unhealthy gums, Gingivitis and Pyorrhoea are a danger to you—a menace to your teeth. Gibbs "S.R." contains a specific which acts like a charm, destroying the germs, restoring the gums to a firm healthiness, polishing the teeth to sparkling brightness. Use Gibbs "S.R." for a few days and you can see the difference—feel the difference. Ask today for Gibbs "S.R." Tooth Paste.

Gibbs S.R. FOR TEETH AND GUMS 1/3

Swollen Gums & Gingivitis cleared up with Gibbs "S.R."
says this Dentist

"I have patients who since going on to "S.R." refuse any other Tooth Paste. Several times I have cleared up swollen gums with it and on more than one occasion I have had patients come to me with painful mouth and suffering from Gingivitis in various stages. A course of "S.R." did a great job of work in the cases mentioned by bringing comfort to the sufferers as well as removing the trouble." M.P.S.

GIBBS PYRAMID TOOTH BRUSH is a brush specifically designed to clean every tooth surface easily and surely. Its bristles and handle are so shaped and arranged as to brush firmly and massage the gums effectively without being harsh. Rinses clean and dries quickly.

Price 1/6 each

D. & W. GIBBS LTD., LONDON, E.1.

GIBBS

His Hair was Dry and Brittle and Constantly Falling

New Hair Growth by using KOTALKO

King's Lynn.

"I had several bald patches and my hair was dry and brittle, and constantly falling.

"After using Kotalko for one month there was a wonderful improvement and soon new hair could be seen coming along on the bald spots. Now my hair looks as well as it ever did."

H. A. WARD.

Thousands of men and women have regrown fine new heads of hair by using KOTALKO and KOTALKO SOAP. They regrow the hair by freeing the scalp from hair-preventing dandruff and all other poisonous and malodorous parasite-loggings, softening the hardened scalp and reviving new and vigorous life and growth.

KOTALKO TRUE HAIR GROWER

Whether your hair is thin or falling out, or full of dandruff, or if you are nearly bald—use KOTALKO and KOTALKO SOAP—the Tonic Shampoo.

To JOHN HART BRITTAIN, Ltd., 43 Percy St. (53.HO), London, W.1. Please send me, post paid, Testing Package of Kotalko and Kotalko Soap with directions, for which I send 1s in stamps.

Name .....

Address .....

Find Hair Roots with KOTALKO. Cleanse & Soften Hair Follicles with KOTALKO SCALP SOAP—the Tonic Shampoo.

GIBBS A

"I like it!"

It's a hit! It's the crack eleven! It's a bit of the seventh heaven! It's the sharpest edge of the wedge of appetite. It's luck in packets with paper jackets, it's heart's delight! It's the peak! It's the season's fixture! Unique in it's milk-smooth mixture. It's an eat complete and a treat to contemplate. I'm goofy over Nestlé's Chocolate.

2 OZ 2D

BETTER THAN A MUFFLER!

NIPITS

1 PKTS 3 TINS OF ALL CONFECTIONERS

ROYAL NAVY

A Special Announcement concerning vacancies for men and boys in various branches of the Royal Navy appears on page 4. Splendid opportunities for promotion and a pension for life. Turn to page 4 NOW.

THE TORTURE OF RHEUMATISM

"I find Urace brand tablets excellent not only in allaying the acute pains of neuritis and rheumatism, but in improving the general condition in chronic cases."—Miss ——, Eastbourne.

Free sample from Newbery and Phillips, Ltd. 33m Banner Street, London, E.C.1. From your chemist. 1/3 and 3/-

FOR SHAVES THAT LAST

You can keep that "fresh from the bathroom" look all day through when you use Vinolia. For Vinolia shaves are smoother shaves — closer shaves. They last longer so that you still look spruce and well-groomed late in the evening.

SPECIAL OFFER—*If you have any difficulty in purchasing a Vinolia Shaving Stick, send 9d. in stamps to Vinolia Co., Ltd., (Dept. SJB 471, Bebington, Wirral, Ches., stating the name of your usual supplier. We will then send you a full-size shaving stick and a trial tablet of Vinolia Soap.*

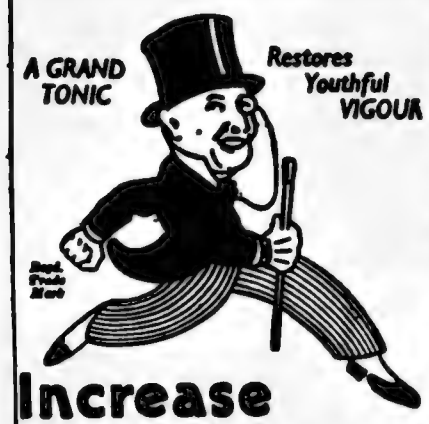
VINOLIA

SHAVING STICK

125 Shaves for **9D**

Including a handsome bakelite drainer case

V.S.S.60/215



Increase the Joy of Life...

PHILLIPS Tonic Yeast is a GRAND TONIC and PICK-ME-UP. It safely and surely restores VITALITY and VIGOUR to men and women of all ages and increases the JOY OF LIFE.

...PHILLIPS Tonic Yeast is 'LIVE' Yeast, absolutely free from drugs. It ensures perfect assimilation of food, purifies the system and is a splendid Natural Remedy for INDIGESTION, NERVES, NEURITIS and BOILS.

...50 Tablets 1/3...

Family Size 3/- . . Vest Pocket Size 6d.

Perfectly Safe . . . . Not Habit-forming.

From all Chemists. Make no mistake — Always ask for PHILLIPS TONIC YEAST by name and make sure you get the REAL THING . . .

Phillips

TONIC YEAST

is LIFE ITSELF!

The trials of a Mayor's life have been cleverly portrayed by H. F. Maltby in a popular film

His Worship in Chains

AT noon on November 9—the hour when old Mayors are dethroned and new Mayors elected over England, although none of us seems to know why that time should be chosen—I shall cease to be first citizen and Chief Magistrate of my town.

In that second when the Mace Bearer lifts the chain of office from my shoulders and drops it almost lovingly over the head of my successor, the high honour for which I worked and waited throughout twenty years will have passed from me.

Assembled citizens in the public galleries of the Council Chamber will hear the tributes paid to my zeal, probity and fairness—many of them meant.

Then I shall look at the new "His Worship," knowing that he is discovering for the first time that a chain of office seems to double in weight every ten minutes. I shall wonder how long it will take him to find out that mayoral duties, too, get heavier and heavier.

It took me less than a week.

THEN I shall go home, a plain councillor, glad to have put behind me the most strenuous year of my life, relieved that my expenditure will no longer be double my income—but not sorry, one bit, that I once consented to be "His Worship the Mayor."

Mayor-making really begins in mid-October. The councillors meet behind locked doors to *select* a new Mayor. Election comes later.

One after another bobs up to propose the name of somebody or other, except where there is agreement between parties as to who shall be Mayor. Each secret ballot—no names are put on voting-papers—removes one name from the list of possibles until only two are left. Then a final ballot, a lot of careful checking by the Mayor, the Clerk and others, and the choice is made.

It may be somebody who entered the meeting with no idea that he would be chosen—or one of the several who have waited half a lifetime.

Anyhow, after the meeting the name of the Mayor-Elect is announced publicly. And although he is not Mayor until the chain is put over his head on November 9, his election is almost bound to follow.

Custom ordains that the council sitting in public shall elect the man selected in private, and this has rarely been departed from.

Within a few hours of the name of a Mayor-Elect being made known invitations pour in by every post—some of them relating to functions six or eight months ahead.

Ostensibly, he is being asked to grace this function or that with his presence, but he is a stupid Mayor-Elect who doesn't realise that they are after his money as well.

In my own town the new Mayor is expected to start off with a giant reception to the townspeople. You are first of all asked for a list of your own guests. Then another list is produced from the files of the Town Hall—a list of hundreds of local people who always expect a meal at the Mayor's expense.

That meal cost me £120. It made a big hole in the allowance which goes by the name of "the Mayor's salary"—a silly term seeing that no Mayor could keep his expenses within such limits.

Some people say it is an indirect way of giving meals to well-fed people at the expense of the rates.

And isn't the Mayor's salary also an indirect way of helping hospitals, orphanages, churches, cricket clubs, and what-not out of public funds?

My experience is that many of these people not only ask for the honour of your presence with an eye to a donation, but also add that they'd be doubly honoured if His Worship would supply tea for the guests—and even the prizes!

FROM the reception onwards, the Mayor will never be very far away from the Mace Bearer. That ornamental figure supplies His Worship with a list of his week's engagements every Monday morning.

Many a Mayor then discovers that, having accepted another appointment that his Mace Bearer knows nothing about, he has caused a clash that must only result in somebody being let down.

I have had three appointments in one evening. The cost in boiled shirts alone is enormous, and I, personally, always had to pay for my own conveyance; no joke seeing that I have attended as many as six functions between rising and going to bed.

We don't always wear our full mayoral chains. You will notice that a badge of office dangles at the end of the chain, which can be detached to be worn at the end of a cord. But we always like to wear the chains when moving among children. The huge chunks of gold and enamel, worn over the highly ornamental mayoral robes, give them the thrill of a lifetime.

Ah, the mayoral robes! They are practically identical all over the country, and one old-fashioned firm in Chancery Lane, London, makes the bulk of them.

Thirty-three guineas, my robes cost me. Every Mayor pays for his own, I think. They will be stored away at the Town Hall after my year of office, to be turned out—free from moth and corruption, I hope—for occasions when ex-Mayors can wear their mayoral robes.

What stands out most firmly in my mind is my experience as Chief Magistrate. Every Mayor is that.

It is rather an alarming thought that most Mayors have had no experience at all of a police court until they enter it to officiate as chairman of the Bench!

Too often they become the virtual prisoners of the other magistrates—expected to do the bidding of the old fogies. But not all are like that.

Behind the printed statement that "the magistrates retired" there often lies the story of a Mayor who point-blank refused to do the bidding of the others, and retired behind the scenes to fight it out with them.

You see, His Worship the Mayor looks on his town somewhat rosily. When the older magistrates say "Shall we fine him £10?" the chief citizen takes one look at the humbler citizen seated before the dock and is apt to say: "Can't we make it £2?"

I HAD Royalty visit my town during my term of office. I must say I enjoyed having precedence, for a Mayor has precedence over everybody in his own town.

It fell to me to read the Abdication, and after that the Proclamation, to a vast assembly of townsfolk.

Then there is my wife, the Mayoress. Need I say that what she has done would make just as interesting an article as anything I have done. The amount of money she has spent on new frocks, hairdressing and beauty treatment will worry her till the end of her days.

And now the chain of office is passing on.

Hang the thing, I say! These ponderous things were designed in days when we knew less about anatomy.

They compress two nerve centres that are to be found in the human back. That is why our retiring Mayors look half dead. The chain is always more exhausting than the function!

I'm not sorry to be off it at last.

By an Ex-Mayor

Football Pools: Our Impartial Survey

"ANY luck on Saturday?" That has become a common form of Monday morning greeting now that six million people every Saturday invest money in the football pools.

The pool business has grown into a gigantic industry. Yet what do the millions of people interested in it—what do you—know about it?

Well, JOHN BULL has been conducting an impartial survey into every aspect of it. It has commissioned a foremost expert to investigate every phase, and his first article will appear next week.

He is going to tell the whole story of the struggle to bring pools into existence. You are going to learn just what the odds are against you winning the particular fortune on which you have set your heart.

He will fling down systems, and yet present you with one that will improve your chances immensely.

Nothing like it has ever been written since pools sprang into existence. It is in every sense a complete survey, and a survey that may prove of material benefit to your pocket.

You mustn't miss next week's JOHN BULL. To make sure, order your copy now.

GET RELIEF FROM CATARRH IN 30 SECONDS

IN less than a minute you can get great relief from tormenting nasal or bronchial catarrh—within a few days be rid of it altogether. Tens of thousands have proved this to be true and so can you. Sprinkle 15 to 20 drops of Karsote (latest scientific inhalant) on to a handkerchief and freely inhale the pleasant but powerful antiseptic vapour. Stuffed nostrils are quickly opened—wheezy breathing passages cleared. After a few days' regular treatment, catarrh disappears altogether. Make the test to-day.

Free Handkerchief with every Bottle

For a short time only we give FREE with every bottle of Karsote a lovely ART SILK or FINE EGYPTIAN COTTON HANDKERCHIEF, value from 2d. to 6d. each. Get Karsote from your chemist. Trial size 1/-. Twice as much 1/6d. Four times as much 2/6. Ask for the "Handkerchief" Packet.

PEOPLE AR REALI

After it's a thing the whole fa and visitors as

Since we had all that trouble, we've followed the doctor's advice.

Silly to ta when there's It's just as eas IZAL as for on toilet pape

Every soft, smooth sheet of IZA impregnated with IZAL Germicide can offer you the same hygienic c IZAL *always.*

IZAL a TOILET

6D

In rolls—or pac

NEWTON, CHAMBERS

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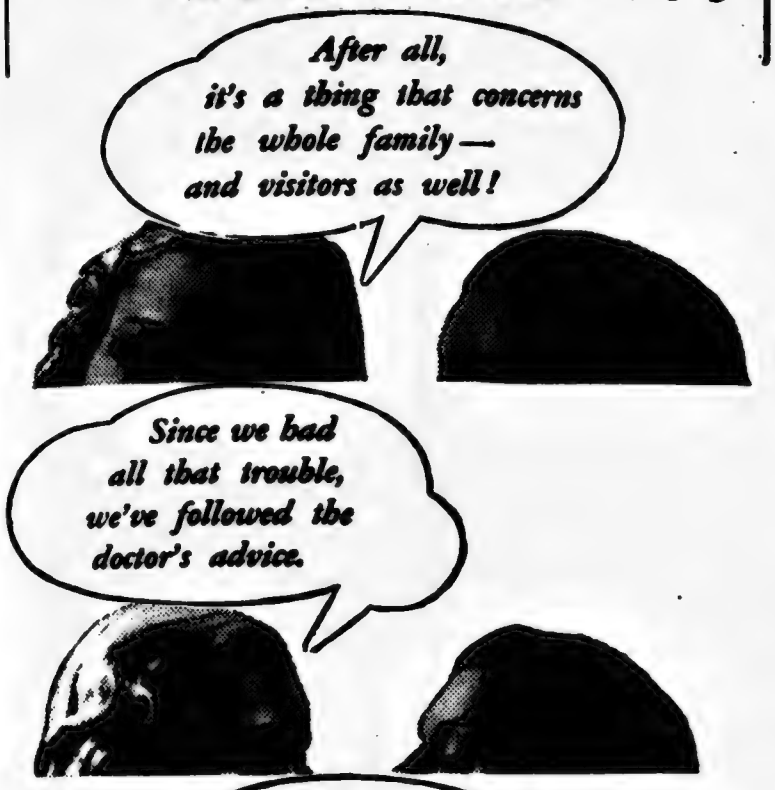
This Coupon with P and Insurance, entitle Bull" all-British s solid gold nib, 3-Colour Additional coupons to be saved and are co counting as 2d. off 5 coupons and P.O. Insurance. State if A Pocket nib, 2d. extra. Department, 47a, Fle

PEOPLE ARE REALISING....


After all, it's a thing that concerns the whole family— and visitors as well!
Since we had all that trouble, we've followed the doctor's advice.
Silly to take risks when there's no need. It's just as easy to ask for IZAL as for ordinary toilet paper.

Every soft, smooth sheet of IZAL Toilet Paper is impregnated with IZAL Germicide. No other paper can offer you the same hygienic cleanliness. Ask for IZAL *always*.

IZAL *antiseptic*
TOILET PAPER

6D

In rolls—or packets fitting standard holders

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"Just a line to tell you how much better I am for taking **Phosferine Tonic Wine**," writes Mrs. E. Evans, of Oxford Lane, Kington, Herefordshire. "I sleep a lot better and feel so much more cheerful and shall certainly recommend it. A wineglassful in the morning with a biscuit picks one up wonderfully, and one at bedtime is a sleep inducer. I shall always use **Phosferine Tonic Wine** when feeling run down as I feel quite a different woman since taking it."

Take a wineglassful of **Phosferine Tonic Wine** *two or three times a day. You can feel the health-restoring wine doing you good. Sold by all Wine Merchants, Licensed Chemists and Stores.*

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Also 1/4, each or 2 for 1/1d.
INSIST ON FENNINGS'

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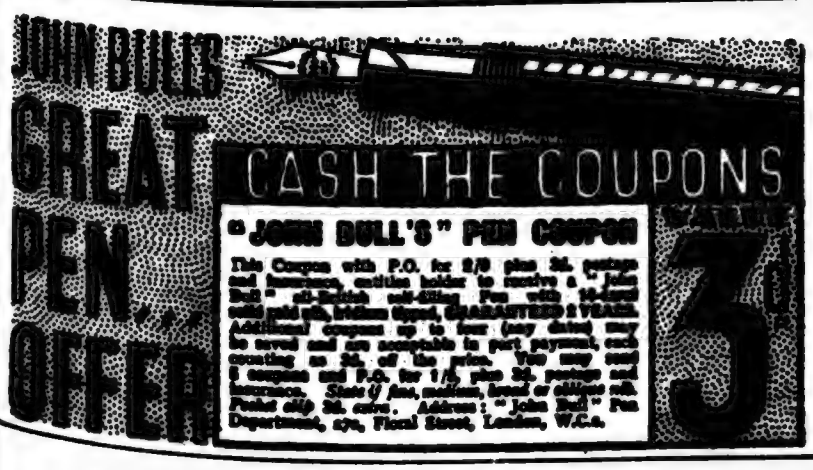
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"JOHN BULL'S" PEN COUPON
This Coupon with P.O. for 2/9 plus 3d. postage and insurance, entitles holder to receive a "John Bull" all-British self-filling Pen with 14-carat solid gold nib, Iridium tipped, GUARANTEED 2 YEARS. Additional coupons up to four (any dates) may be saved and are acceptable in part payment, each counting as 3d. off the price. You may send 3 coupons and P.O. for 1/6, plus 3d. postage and insurance. State if fine, medium, broad or stiffish nib. Pocket clip 2d. extra. Address: "John Bull" Pen Department, 270, Fleet Street, London, W.C.4.
3d

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7 6 D A WEEKLY WALLET THEY LAST FOR WEEKS

Clean False Teeth the Dentists' way

ARTIFICIAL TEETH require more than a bath. Soaking in an antiseptic solution is not enough. Use KOLYNOS DENTURE POWDER—the proved safe cleanser—brush briskly and rinse. No trouble. No discoloration. No fear of weakening the plate. Absolute cleanliness and sweetness assured. Of all Chemists 1/- per tin. *The quick thorough cleanser.*

KOLYNOS DENTURE POWDER

108 sq. feet of PLUVEX ROOF FELT costs only 5/6

A sound weather-tight roof for any small building for 5/6—it's marvellous! No painting — no tarring — no repairs for years to come. Lay PLUVEX *now*—it's a job you can do yourself in a spare hour at the week-end. PLUVEX always looks neat and keeps the contents of any small building warm and dry in all weathers. Every roll sold carries a GUARANTEE of absolute satisfaction.

From Ironmongers and Builders' Merchants everywhere. Standard weight 5/6 per roll of 108 sq. ft. Heavy weight 7/6.

Your personal copy of an interesting FREE booklet is waiting for you. It's called "How to make a sound job of a small roof," and contains a hundred-and-one helpful little hints. Fill up the coupon and post it to-day.

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139, Lincoln's Inn Fields, High Holborn, London, W.C.1
Please send me samples of Pluvex and also a copy of your FREE Book which tells me how I can roof any small building, at little cost.

Name.....

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Post in ½d. unsealed envelope.

Use Snowfire Tablet to heal rough sore hands

3d. Family Size 7½d.

Soft Snowfire in Tins 3d.

Human Documents by Philip Inman

Rebels in the Home

"My boys never treat me as a confidant or real friend."

MY postbag contains many letters from parents. They tell me of the difficulties they experience in bringing up a family. In this article I propose to deal with some of the problems submitted to me. One man writes:

I wonder how many fathers are in the same quandary as myself. My brother and I, as children, were soundly and frequently thrashed for the most trivial offences. We left home at an early age with very little love for our parents and our family circle was soon broken up. Now I am married and we have four boys.

Remembering my own experiences I have refrained from physical punishment, but have shown them kindness and consideration. Despite this fact, my boys never treat me as a confidant or real friend. The eldest lad, aged sixteen, left home some months ago to take up an indoor job, but he very seldom writes and never sends us anything towards the upkeep of the home.

As there are still three young boys at home I should be most grateful for your advice. I do so want to ensure that if anything happens to me my other boys will be a comfort and loyal support to their mother.

My correspondent had a rough time when he was a lad. Those "sound and frequent thrashings" destroyed his respect and affection for his parents.

HE resolved that he would treat his own children very differently. Instead of being harsh and brutal, he would be kind and tolerant.

But the result in both cases is the same. What is the explanation? This man has gone from one extreme to the other. His hatred of corporal punishment has made him err on the other side until he has forfeited all parental control.

In the eyes of his children he has become a cipher, which his dictionary will tell him is a person without either weight or influence.

What line, then, should he adopt with those three remaining boys? Well, knowing the indifference of his eldest son he may be tempted to swing the pendulum back to the other extreme.

That would be as foolish as his present attitude. The best policy for him, as for all parents, is to walk in the middle of the road. Children should be corrected when they do wrong and praised when they do right.

The other day I saw a father playing with his two boys.

One of the lads became a little obstreperous, and though he was told to stop he still persisted. I heard the other lad say to him, "He means it." Those three words acted like magic. The ideal relationship between parents and their children is a combination of firmness and kindness.

Now I know many of my readers are greatly distressed when their children tell untruths. Here is a letter on that subject:

Our only child is a boy of nine and he seems to have suddenly developed a mania for telling untruths. One day he had asked if he could go for a walk instead of to Sunday school, but was told he must go to school.

When he came home he was asked several questions about the lesson, all of which were answered calmly and without hesitation.

The next day a neighbour called and asked our boy how he had enjoyed his walk with her boy. This, of course, led to the unmasking of the stories.

Then on another occasion a boy friend came to enquire if he could go with him on a motor ride with his mother. My wife gave permission and the boy duly returned, bright and happy and full of the different places he had visited. Later we discovered that instead of going for that motor ride he had gone to play in the park.

When I tackled him he did not evade the issue and, as an excuse, said he was frightened to say he had been in the park as we may have punished him. We are not harsh or mean in any way and the boy is not spoilt, although he is an only child.

There is nothing dreadful about these lies, but my wife is very worried as to what the outcome might be if they did go undetected.

Now, why do children tell lies? There are two principal reasons. (1) Because they are afraid of being punished; (2) because they have too much imagination. There are some children who love to romance and build castles in the air.

Imagination of that kind, if it is properly controlled, may in later years be an asset rather than a handicap. The imaginative faculty is part of the make-up of all great artists, novelists, poets.

I should imagine that Shakespeare told many a tall story when he was a lad. But in the case under review I rather think that there must be some other explanation for those untruths.

WHEN that first lie was discovered I wonder what action was taken? Was it treated too lightly or was a very serious view taken of it? If I knew that I should be better able to diagnose the case. As that information is denied me, I can only give some general advice.

Let my correspondent reason with the boy. Point out how stupid it is to tell such untruths. Explain how they cause pain to his mother and that he himself will never be really happy so long as he persists in them. "If you have done anything wrong," he should be told, "I would far sooner you told me about it." If that does not eradicate the trouble, then some form of punishment will have to be meted out.

One of the most effectual forms is to deprive the lad of something he desires.

If, in spite of these things, the habit develops, it must be due to a definite kink, and I would suggest that a psychologist should be consulted. It is his job to investigate the workings of the mind, and I have known of many successes in this particular field.

"My child is so backward." Those words appear in many letters sent to me. A mother, writing about her son, says:

He is twelve years old and I am worried because he had such a very disappointing school report last term. He was near the bottom of the class and had such remarks against the various subjects as "Carelessness," "Lack of Concentration," etc.

In fairness to the child, I must say that from the age of six months he has had long periods of illness at home and in hospital, and he did not attend school at all until he was nearly seven years old.

He does not seem to be able to catch up with other children, and I am wondering if it would be a good plan for us to change his school, although he seems very happy where he is and does not want to leave. I should add that he is our only boy, and we naturally want him to get on.

There is a definite reason for this boy's backwardness. It is obviously due to those prolonged illnesses, especially in his earlier years. It is just like running in a race. If you make a bad start, it is very difficult to catch up.

IN spite of his poor educational record the boy, I am told, is very happy at his present school. It would be a pity to make a change, for it may take time for him to settle down again. I would suggest that his mother should have a talk with his present headmaster.

It may be that he could arrange, for a small fee, that one of his teachers should give the lad a little private tuition.

That should help him greatly to pull up on his weak subjects. This lad has probably developed an "indifferent" complex. "What is the use of trying," he may think, "for I can't get up to the standard of the other boys in the class."

But when he begins to find that he can keep pace with them it will, I believe, make him keen to do so.

Send your private problem to "Humanist" at 93, Long Acre, London, W.C.2, enclosing stamped envelope. Letters sent to Mr. Inman at any other address cannot be dealt with. £1 1s. will be paid for each letter quoted.

STOMACH PAINS ARE DANGER SIGNALS

When your digestive organs are out of order, the simplest food often causes distress. Heartburn, acidity, flatulence torment you; worse still, your food doesn't nourish you and so you become an easy prey to illness. It stands to reason you cannot be strong and healthy unless your digestive organs—stomach, liver and bowels—are working properly.

Mother Seigels Brand Digestive Syrup combines in concentrated form the medicinal virtues of more than ten different herbs, roots and barks which experience has shown have the power of restoring tone, efficiency and regularity to the digestive organs as no single drug or combination of drugs can do. The action of Mother Seigels is gentle, not drastic; it builds up little by little, day by day, Nature's way, the only true way. All chemists have it at 1/3 and 3/-.

MAKE A NOISE LIKE THIS

What—can't recognise it? Can't see it's a trumpet? If you have as much difficulty in recognising a trumpet on your radio as you have here, it's high time you did something about your batteries. Get an Exide.

Exide BATTERIES FOR RADIO

'Still keep going when the rest have stopped'

EXIDE 'HYCAP' BATTERY (*High Capacity L.T. Battery*)
For modern multi-valve sets—lasts longer on one charge. For small sets use the Exide 'D' Type. Both have the Exide Charge Indicator. Your dealer will tell you which to use.
For High Tension use Drydex

From reputable dealers and Exide Service Stations. Exide Service Stations give service on every make of battery.
Exide Batteries, Exide Works, Clifton Junction, near Manchester. Also at London, Manchester, Birmingham, Bristol, Glasgow, Dublin and Belfast.

NATURE says 'CHEW'

THE countryman chewing his straw is often laughed at. But a man isn't a simpleton just because he likes to keep his jaws working. In the country, any one of us will put a stalk of grass between his teeth, suck a pebble or bite on a twig. In doing so we are following a natural instinct that is older than mankind. Wrigley's is simply the modern, scientific provision for this instinct. In Nature's own way, it keeps the teeth strong and white, steadies the nerves, and helps digestion by making the saliva flow. Nowadays, when we are always on the move—when we smoke continually and eat many soft, prepared foods, our teeth need more cleaning, our palates more freshening, our nerves more soothing and our digestions more stimulation than ever before. That is why we are wise in our generation when we—

chew WRIGLEY'S

TWO FAMOUS FLAVOURS

Zox away your HEADACHE

Even in the worst headache ZOX acts like a charm. Its effect is magical. Just one Zox Powder taken dry or in water or tea and in a few minutes the pain has gone.

Zox is equally effective for Neuralgia, Neuritis and all nerve pains. And when you're feeling feverishly hot at the beginning of a cold you'll find ZOX invaluable in bringing down the high temperature.

The great thing is to have a supply handy to avoid unnecessary suffering. Get a box of ZOX from your Chemist to-day. 1/6 and 3/-, or single powders 9d. each.

TWO POWDERS FREE. Send 1½d. stamp to cover postage to the ZOX Mfg. Co. (Dept. 48), 11, Hatton Garden, London, E.C.1.

WAKE UP YOUR LIVER BILE

without Calomel—and you'll jump out of bed in the morning full of vim and vigour

The liver should pour out two pints of liquid bile into your system daily. If this bile is not flowing freely, your food doesn't digest. It just decays inside you. Gas bloats up your stomach. You get constipated. Your whole system is poisoned, and you feel sour, sunk, and the world looks punk.

Laxatives help a little, but a mere bowel movement doesn't get at the cause. It takes those good old Carters Brand Little Liver Pills to get those two pints of bile flowing freely and make you feel "up and up." Harmless, gentle, yet amazing in making bile flow freely. Ask for Carters Brand Little Liver Pills. Stubbornly refuse anything else. 1/3d. and 3/-.

Pain after meals?

IF your life is being made miserable by distressing heartburn, flatulence, sick headache and pain after meals, then follow the example of Nurse Jennings, of Weston, who writes:

"I was a great sufferer with heartburn and pains after eating, and I dreaded mealtimes . . . After taking 'Bisurated' Magnesia I can now eat anything without discomfort."

Your first dose of 'Bisurated' Magnesia will stop the stomach pain; take it after meals and you'll forget you ever had indigestion. 'Bisurated' Magnesia is used and recommended by doctors everywhere . . . you simply cannot buy a better stomach remedy. Get a bottle today. Prices: Powder, 1/3 & 2/6. Tablets, 6d., 1/3 & 2/6.

You want 'Bisurated' Magnesia

NOW LOOK OUT for the MANCHESTER November HANDICAP

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FROM OUR READERS

Treating Children Worse than Cattle

IN these days when there is a positive craze for sending school-children to clinics to have their tonsils removed or other minor operations, something should be done to supply them with proper transport.

I can tell any interested person where they can see the distressing spectacle of poor mothers waiting at stations and 'bus stops with semi-conscious children. —Mr. LEONARD HEDDIGE, 5, Racecourse Mount, Newbold Moor, Chesterfield, Derbyshire.

Will parents of child-patients treated without proper humanity write and tell us? We know case of fifty children operated on at once, turned into wind-swept street after twenty minutes.

"Not Guilty"

ISN'T it a terrible thing that a person accused of a crime should have his name given in the papers when he is acquitted? Surely acquittal means innocence—that he is out of the pillory?—C. A. WOOD, 279, Northumberland Road, Southampton, Hants.

People found Not guilty are usually anxious to have the news made known—wisely, we think.

Railway Inefficiency

A RAILWAY van brought me a washing machine on three days' approval. I saw at once it was the wrong pattern, and notified the railway at once, saying it was imperative it should be removed immediately.

Seven days elapsed before they sent for it, in which time their empty vans passed my door. Now, through their inexcusable laxity, I must keep an expensive piece of machinery for which I have no use.—(Mrs.) P. THOMPSON, 25, Liverpool Road, Haydock, Lancs.

At root of railway inefficiency lies their parsimony over wages.

"Elementary, Watson!"

SHERLOCK HOLMES never existed? Why, he's employed to-day by the G.P.O.!

Anyhow, a parcel from Brixton, London, addressed as follows:

Mr L. Godbridge
161 Lummer Rd
Wombivell
Nr Larnsley

reached me *without an hour's delay.*—L. GODBRIDGE, 161, Summer Lane, Wombwell, Barnsley.

"Easy to trained sorter who knows all misreadings to which hasty writing lends itself," says G.P.O.

Shaky

MY husband had to retire from work on reaching the age of fifty. "Too old at fifty," of course.

Imagine, therefore, my horror on finding that the specialist who was to operate on me was turned seventy and—or so it seemed to me—quite shaky about the hands.—Mrs. W. B., Palmerston Road, Cadoxton, Barry, Glamorgan.

Late Sir John Bland-Sutton carried out surgical operations brilliantly at eighty. Experience is necessary in all operations: delicacy of touch in a proportion only.

Navy in Love

THE lads out here on H.M.S. *Diamond*, in Chinese waters, want all England to know about a pretty little Chinese lass, only seventeen, and terribly shy, whom we met while bathing on the bomb-swept beach at Amoy.

We started to speak to her in pidgin English, which made her eyes blaze with fun. We didn't know till we had said good-bye that she was educated at an American college and speaks seven languages perfectly. The most sensible person we have met, the finest companion a chap could have, and we've had to leave her behind in a town wracked by Japanese bombs.—CLIFFORD SCOTT (A.B.), H.M.S. *Diamond*, China Station.

"The lads" are to be thanked for this pretty picture torn from the scrap-book of war.

Is This Patriotism?

WHEN the King and Queen visited Bradford this week many local firms gave their workpeople an extended lunch-hour, so they could see their Majesties.

I can vouch for the fact that the employees of one such firm—not my own—made such deductions from the wage-packets that the employees themselves paid for this "gesture."—WHITELOCK, 32, Green Lane, Bradford.

Our Royal Family is well aware of such meannesses. Late King George V told that workpeople at factory he was visiting would be given remainder of day off, asked pointedly: "I trust their pay won't be affected!"

State Walking-sticks

I LOST one of my legs during the war and was grateful to receive from the Government a walking-stick and a pair of crutches.

Accidentally breaking the stick, I wrote for another, to receive one with the attached comment: "As the sticks are of such a stout nature, they should last a life-time."—O. NICHOLSON, 2, Faraday Street, Deanbank, Ferryhill, Co. Durham.

Nature intended our reader's leg to last a life-time, but it didn't.

No Sympathy

FOR years I have paid National Health contributions. My firm and I have, therefore, paid about £40 each. Yet I have not wanted a penn'orth of medical attention in any form.

What do you say about this unfairness?—J. A. PERRY, 14, Morton Road, Exmouth, S. Devon.

Congratulations.

From Scotland, Glasgow

WHEN you post a letter, the post office has to get it to a given town before there is any interest whatsoever in the name of the street. The last thing to be looked at is the name.

Surely, then, we write our addresses the wrong way round?—Glasgow, S.W., 51, Shaw Street; J. IRVINE, (Mr.).

Post Office says far better to get name of town as far away from top, at danger of obliteration, as possible.

Boycott

WHY telephone *kiosk*? It is a Japanese word. What's wrong with the good, old-fashioned English word *box*?—J. N. HOWARTH, 15, Mash Square, Ovenden, Halifax.

Sorry, but Japan borrowed it from the Persian "kushk," meaning summer pavilion. And "box" is Anglo-Saxon pinch from Latin and Greek.

On this page reader speaks to reader about the things of life that puzzle, hurt, dismay and please.

What about your contribution? There is some subject—perhaps a personal experience—you feel strongly about. Tell us briefly, humanly, sincerely.

Half-a-guinea is paid for each letter published. Mark envelope "Letter Box" and address to "John Bull," 93, Long Acre, London, W.C.2.

FOOTBALL SELECTIONS

By Our Expert. *Matches Played November 6.*

FIRST DIVISION.
(1) Grimsby v. Arsenal.
*(2) Leeds v. Blackpool.
(3) Liverpool v. Brentford.
(4) Middlesbrough v. Everton.
(5) Portsmouth v. Leicester.
(6) Preston v. Manchester C.
(7) Stoke v. Wolves.
(8) W.B. Albion v. Bolton.
(9) Birmingham v. Hdrsfield.
(10) Charlton v. Derby.
(11) Chelsea v. Sunderland.

SECOND DIVISION.
(1) Forest v. West Ham.
(2) Sheff. U. v. Chesterfield.
**(3) Stockport v. Fulham.
(4) Hotspur v. Swansea.
(5) Barnsley v. Sheff. W.
(6) Burnley v. Norwich.
(7) Bury v. Villa.
*(8) Coventry v. Bradford.
(9) Luton v. Blackburn.
(10) Man. U. v. Plymouth.
*(11) Newcastle v. Soton.

SOUTHERN SECTION.
(1) Northampton v. Swindon.
**(2) Q.P. Rangers v. Newport.
(3) Southend v. Notts C.
(4) Torquay v. Reading.
(5) Walsall v. Exeter.
(6) Bournemouth v. Watford.
(7) Brighton v. Bristol C.
(8) Bristol R. v. Aldershot.
**(9) Cardiff v. Gillingham.
(10) Orient v. Palace.
(11) Mansfield v. Millwall.

NORTHERN SECTION.
(1) Rochdale v. Lincoln.
(2) Rotherham v. Hull.
(3) Southport v. Wrexham.
(4) Tranmere v. P. Vale.
(5) York v. Crewe.
(6) Accrington v. Gateshead.
**(7) Bradford C. v. Barrow.
(8) Carlisle v. Oldham.
**(9) Chester v. New Brighton.
**(10) Doncaster v. Hartlepools.
(11) Halifax v. Darlington.

SCOTTISH LEAGUE.—Div. I.
(1) Hibernian v. Ayr.
(2) Queen of South v. Clyde.
(3) Queen's Park v. Morton.
**(4) Rangers v. Kilmarnock.
(5) St. Mirren v. 3rd Lanark.
(6) Aberdeen v. Hearts.
(7) Celtic v. Partick.
(8) Dundee v. Motherwell.
(9) Falkirk v. St. Johnstone.
(10) Hamilton v. Arbroath.

SCOTTISH LEAGUE.—Div. II.
(1) E. Fife v. E. Stirling.
(2) Edinburgh v. Raith.
(3) Montrose v. King's Park.
(4) St. Bernards v. Leith.
**(5) Airdrie v. Dundee U.
(6) Alloa v. Dunfermline.
(7) Brechin v. Stenhousemuir.
(8) Cowdenbeath v. Forfar.
(9) Dumbarton v. Albion.

SPECIAL STAR CODE:—As injuries to players and consequent alterations in teams may affect the chances of different clubs, we shall publish last-minute JOHN BULL selections in code in the *Daily Herald* and *Sporting Life* each Friday morning. Example Code.—Div. I.—8 (*A*), Southern Section—2 (*H*), Scottish League, Div. I.—10 (*H*) would indicate Bolton, Queen's Park Rangers and Hamilton.

TERRIBLE SCIATIC

Lost use of Left Leg complete

Not the least agonising brand of "Rheumatic" trouble is Sciatica. That's morseless, burning, shooting pain, description. At its worst, Sciatica, leaves victims helpless, crippled, often unable to move.

Take the case of Mr. A. D. M., of Londo E.7. If ever an outlook seemed black, did! If ever relief seemed far away, an dream, it did to him! Now read his lett

"For over 30 years I have suffered fr Rheumatism. On February 12th, 1936, I w down with Sciatica, and lost the use of my leg completely. I was in hospital two mont came out partly cured, and have suffered since. About a month ago my left leg bec very bad again, and almost useless. I star taking Fynnon Salt. After about a week improvement set in. Now I can keep on feet twelve and fourteen hours a day."

A teaspoonful of Fynnon Salt in a glass water every day will drive rheumatic trou out of your system just as quickly. The fam combination of Sodium, Potassium and elements of Lithium in Fynnon Salt co briskly through your blood, expelling Acid, setting your liver to rights, loose joints, putting you on your feet again in very pink of condition. Large tins at all chemists.

NOW SHE'S "SCHOOLGIRL COMPLEXION ALL OVER"!

The modern girl is not satisfied with a beautiful complexion. She wants to be "Schoolgirl Complexion all over." So, she follows the advice of over 20,000 beauty specialists who recommend soap and water washing with Palmolive. With every bath, the rich, velvety, *olive oil* lather of Palmolive will bring new youth and freshness to your whole skin. Palmolive is made from a secret blend of olive and palm oils—nature's own beauty oils. Let it make you "Schoolgirl Complexion all over."

3d per tablet

How to Fix False Teeth

Loose and slipping plates can be made to hold with complete firmness and comfort—all day long—by lightly sprinkling the plates with Dr. Wernet's Powder. It renders the suction perfect so that teeth will not slip or click when you are talking and eating. An unfailing safeguard against embarrassment. Forms a basket-cushion which relieves pressure and prevents sore gums. Makes teeth feel natural so that you can eat naturally and chew perfectly. Quite harmless and cannot upset the stomach. A scientific triumph. Try it to-day. Of Chemists everywhere.

NERVOUS BREAKDOWN NEURITIS, INDIGESTION

Are you a victim of these dreadful maladies? You may be enduring restless suffering and misery, physical and mental. Do not despair. They can be relieved—as Mrs. Hannah, writes Mrs. Lacy, 6, Balmoor St., Shipcotes, Hull, writes:—

"I have been very ill with a Nervous breakdown, Neuritis on the nerves of the stomach and Indigestion and am pleased to say that after persevering with Vitadatio I am a different woman. I strongly advise sufferers to give this strength giving medicine a trial."

If you are a sufferer do not give up hope, cause your disease whatever it may have failed to Vitadatio. TRY VITADATIO TO-DIGEST. There is no substitute for it. Write for free book of testimonials. Sold by Timothy Whites and Taylors, Chemists, Stores, or per bottle or by post, cash, order to (U.K.) from VITADATIO (123), ARMLEY, Leeds.

Vitadatio SEND FOR FREE BOOKLET

A pain in your back?

BACKACHE pains usually mean one thing—that the kidneys are not functioning properly and complete elimination of waste poisons is not taking place. For more than a quarter of a century, doctors have used Cystopurin for all disorders of the kidney system.

If you suffer from backache, frequency, getting up at night and smarting, go at once to any chemist and get a bottle of Cystopurin tablets.

"I am able to say that continued use of Cystopurin has improved my condition greatly. I am now free from the pains in the abdomen and the back. Last week my doctor made a test and declared conditions normal."

"My work is heavy, but I now awake in the morning without that 'dead-beat' feeling that I used to know."——

Get Cystopurin tablets from your chemist to-day. They are put up in bottles, price 1/3, 3/- and 5/-, and are obtainable only from chemists.

Free booklet on application to Cystopurin Dept. J.B. 10.

CYSTOGEN Ltd., LOUGHBOROUGH, LEICESTERSHIRE.

CYSTOPURIN

IT'S FIRESIDE-TIME AGAIN

—be thankful FOR LONGER TIME TO ENJOY

Berkeley Comfort

A Berkeley Superlax Easy Chair is the one thing that compensates for the coming of winter, for then you have more time to enjoy the perfect ease and rest it gives you. The Berkeley Superlax teaches you how to relax completely—how to enjoy to the full your precious leisure hours. It gives you a *lasting* feeling of satisfaction because of its amazing quality, durability and unequalled value. Designed to suit everyone, tall or short, it takes up any position from upright to resting or lounging automatically because of a patented automatic action—you make no adjustment, need not leave the chair. The amazing low price is only made possible by specialised production in the largest upholstery factories in the Kingdom and direct selling to the public. *See the models of Berkeley Upholstery and range of Coverings before deciding upon your furnishing scheme. Send Coupon NOW.*

Genuine Berkeleys cannot be obtained from any other furnishing house.

10/- WITH ORDER

Sold under our usual Guarantee of money-back, if not satisfied within seven days. FREE Delivery in England, Wales and Scotland.

Berkeley SUPERLAX

IN 3 QUALITY COVERINGS

CASH PRICE £4 72/6

or 7/-—10/- with order and balance 10/- monthly.

SETTEE to match 6 : 2 : 6

SPECIFICATION: Best Birchwood Frame. Wide Arms. Perfect Springing in Seat and Back. Seat and Arms ALL-HAIR STUFFED. Beautiful and durable Coverings. Back and Seat easily removable for cleaning. Strong concealed castors. *Fully Patented No. 414464.*

H. J. SEARLE & SON, LTD.
(Dept. J.B.), 70-78, OLD KENT RD., LONDON, S.E.1.
West End Showrooms: 133, VICTORIA ST., S.W.1
Branches: 53-57, London Road, CROYDON; The Parade, WATFORD; 85, New St., BIRMINGHAM; 71, Deansgate, MANCHESTER; 149, Becontree Avenue, DAGENHAM.

COUPON Please send Catalogue of all Models of Berkeley Upholstery, together with complete range of Coverings.

Name _____

Address _____

John Bull _____

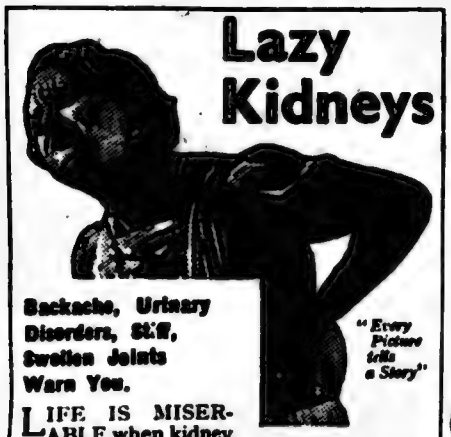
What would you think of the Bridegroom who turned up in shabby shoes?

A SELF-RESPECTING BRIDEGROOM NEVER DOES. HE KNOWS THAT SMARTLY POLISHED SHOES ARE ESSENTIAL TO A SMART APPEARANCE. BUT REMEMBER THAT A SMART APPEARANCE IS ESSENTIAL AT ALL TIMES AND THAT IF YOU ARE TO LOOK IMMACULATE & WELL GROOMED YOUR SHOES SHOULD ALWAYS HAVE THAT 'WEDDING DAY' BRILLIANCE. KEEP YOUR SHOES SMART AND ALWAYS LOOK YOUR BEST BY POLISHING THEM EVERY MORNING WITH—

CB.62.3

Cherry Blossom BOOT POLISH

IT ONLY TAKES A MINUTE AND MAKES SHOES LAST.
In Black, White, Brown, Tonette and Dark Tan Stain. Tins 2½d., 4½d., and 6d.



Lazy Kidneys

Backache, Urinary Disorders, Stiff, Swollen Joints Warn You.

"Every Picture tells a Story"

LIFE IS MISERABLE when kidney action is sluggish and is failing to clean your blood. You probably have backache, bladder weakness, disturbed sleep, lumbago, swollen limbs, or stiff, painful muscles and joints. Don't wait until you are laid up, but take Doans brand Backache Kidney Pills, now. This special kidney medicine acts upon the kidneys just as a laxative acts upon the bowels, stimulating the kidney system and destroying bacteria in the urine. By making the kidneys well Doans Pills have restored the joy of living to thousands of grateful men and women.

Ended My Weeks of Pain.

Mrs. M. Lloyd, 501, Stapleton Road, Bristol, says:—"I was laid up for six weeks with inflammation of the bladder. The urine was full of gravel, relief was painful and watery swellings appeared about my body. I was nervy, had a constant aching back and stiff and painful joints. I have to thank Doans Backache Kidney Pills for ending my weeks of pain. Upon using them my health began to pick up and now my health is excellent. (*Signed*) M. Lloyd."

Ask your Chemist for

1/3 3/- 9/-

DOANS Backache Kidney Pills

TRUST YOUR DENTIST

THE use of KOLYNOS ensures a perfectly healthy mouth, firm gums and white, attractive teeth. Cultivate the twice-a-day KOLYNOS habit and protect your teeth against harmful germs that cause decay. Get a tube to-day.

1/9, 1/- and 6d. Of all Chemists and Stores.

— HE SAYS

KOLYNOS

DENTAL CREAM

Before Buying Your Radio—

Get these Free Catalogues

Fill in the Coupons on pages 14 and 50 for latest Free Catalogues and full details of these excellent radio offers. Turn to them NOW! They deserve special interest.

The Editor Laughs Last

Michael Y. (Bromley).—"I would like to put the examiner through a test." You've probably tried his nerves as it is.

IF you are troubled by any matter—except, of course of a medical nature—you can obtain free expert advice that will help you. A stamped and addressed envelope is all that you have to send with your query. Write to-day, marking your envelope "Free Advice." Replies given here to facetious correspondents are for your entertainment.

PERCY (London, W.).—"When the club was raided, I jumped out of a window and ran." A cut from the joint.

D. N. (London, N.).—"The strike in the laundry was very sudden." While the irons were hot?

P. C. (Edgware).—"Turkish sailors are formidable fighters when roused." Jack Tartars.

A. B. V. (Chipstead).—"Can you appreciate what good crooning is?" No. What good is it?

A. S. (Runcorn).—"What would you advise me to do, as wearing boots make my ankles sore?" Wear shoes.

K. J. (Salisbury).—"Do you know who are the only people who go over the cathedral here?" Airmen.

W. G. (Liverpool).—"Where does a fellow get even if he has been right round the world?" Where he started from.

C. K. (Epping).—"Young men enjoy having their fling." Their elders like darts, too.

F. M. (Colchester).—"The average boy does not mind facing a thrashing." That's not his usual attitude.

STUNTER (Cardington).—"Airplanes are poison to the man who forgets his parachute." Of course, one drop is fatal!

FASHION (Ipswich).—"Some new outdoor creations are beautiful enough to be compared with nature's choicest blooms." Come into the garden, modes.

J. W. P. (Welshpool).—"After fixing up a shower-bath in my shed, I found the wretched thing wouldn't work." So it was a wash-out.

MRS. D. (Reading).—"What do you think I did when the baker left me a very stale loaf and refused to change it?" Changed your baker.

ANNOYED (Bristol).—"My friend's dog had been barking continuously, so I gave it a good meal, not knowing why it had been shut up." And so it shut up?

B. N. G. (Yorks).—"A weight-guesser who visits our town every market day is a most humorous character and does an enormous trade." He does business on a large scale.

SIDE-SLIPS

Examples of unconscious humour from the current Press are welcomed. Actual cuttings must be sent. 2/6 is paid to the sender of each item published. Mark envelope "Side-Slips." When the same "Slip" is submitted by more than one person that which arrived with the earliest postmark receives the prize.

EXPRESS AND ECHO:—"The REAR HIND leg of the cow was broken."

TENBY OBSERVER:—"Councillor A. F.: You have always stipulated that these buildings should be of INFLAMMABLE material.'"

BURNLEY EXPRESS:—"Gramophone Records: 'The BLIND of H.M. Coldstream Guards . . .'"

EVENING ARGUS:—"Supporting is the full-length film of the WORD'S championship fight . . ."

CHRONICLE AND ECHO:—"It was being driven at a terrific and dangerous SPEECH."

MANCHESTER EVENING NEWS:—"His father was original instructor at the Manchester Rink in 1910, when fellows wore WHISPERS and drainpipe trousers."

R. B. (Peterhead).—"When I was young I was unjustly accused of stealing a valuable picture." A frame-up?

P. P. (Norwich).—"The thief just managed to elude me by climbing up the chimney." That was a narrow escape.

M. H. (Daventry).—"She repeatedly invited me to make use of her mangle on washing days." A pressing invitation, eh?

H. R. (St. Albans).—"The strongest wind won't blow the powder from a girl's face." Although it is put there by a puff.

ONLOOKER (Purley).—"The orator was dressed in the most flashy suit I ever saw." Ah! a loud speaker.

L. C. (Hounslow).—"Pain attacks the weakest part of the body." Perhaps that's why some people will never admit to having headaches.

PRO. (Brixton).—"The manager booked my acrobatic act because he was impressed by the double somersault at the end." He considered it a good turn.

PARENT (Glossop).—"One question which worries me is the lowness of my son's desk-seat in the school." You want it raised, eh?

MANAGER (Bakewell).—"He came to me in great difficulties, but when I found I couldn't help him, what do you think I did?" Showed him the way out.

U. L. K. (Mayfair).—"Society beauties with growing youngsters find it increasingly difficult to conceal their age." Be sure your sons will find you out.

L. T. D. (Falmouth).—"A great many street bookies elude the authorities by collecting bets after dark." Slips that pass in the night.

A. N. K. (Durham).—"I met my wife whilst nearing the last hole on a famous golf links." You made a successful approach.

STOCKBROKER (City).—"Big business men have the knack of getting into the way of things quickly." So have pedestrians.

M. S. C. (Mitcham).—"I was surprised to find out later that the boy had aimed the stone at my head." It didn't strike you!

STUDENT (Mill Hill).—"I came over faint when the Principal began to read the results of the Leaving Examination." Did you pass out?

MAISIE (Macclesfield).—"I just couldn't remember the name of the sweet I was sucking." It was on the tip of your tongue?

J. S. L. (Tooting).—"I was told that my umbrella was in the lost property office, in a very moth-eaten condition." Did you recover it?

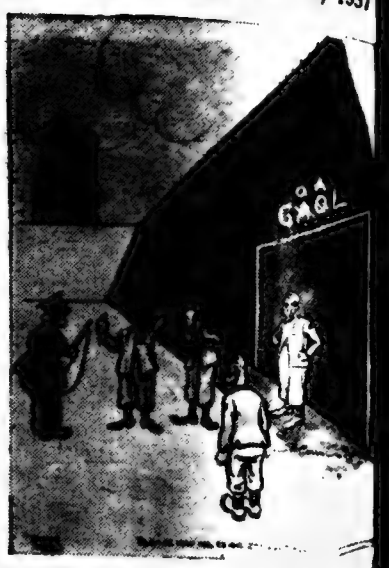
A. O. C. (Chichester).—"As the lightning zig-zagged across the sky, I suddenly remembered my appointment." It came in a flash.

ESSAYIST (Chingford).—"There are things about an old-fashioned country cottage that get you." The low oak beams of the ceiling, for instance.

L. S. V. (Luton).—"As a window-cleaner, I think I may claim to have succeeded as much as anyone in the profession." You've got to the top of the ladder?

MAID (Coventry).—"I've made up my mind to destroy the vase because it is so hideous, but I shan't let my employer know till a week later." You want to break it gently?

O. P. (Waltham Cross).—"In my endeavour to ring up the main station of the railway I use, I was connected with a rival company." You were on the wrong line.



"Please may we go and get our ball?"
—From "The Passing Show"

H. N. (Dundee).—"My wife was annoyed with me that she stopped knitting her jumper." She lost her wool!

S. K. (Oswestry).—"How often do we read of a motorist crashing into a telegraph pole?" Seldom more than once.

MISS R. (Rollesby).—"Coloured umbrellas are becoming popular again. One caught our eye the other day.

G. T. S. (Pinner).—"The fireman's little son is always up to some prank or other." A young spark, eh?

CRITIC (Bloomsbury).—"Only artists have a tender approach to their work." What about sea pilots?

GOSSIP (Mayfair).—"A peer's decorations were stolen recently by a gang of crooks." Honours among thieves.

TOBACCONIST (Bristol).—"An expensive cigar can't possibly burn your tongue. Unless, of course, you happen to put the lighted end in your mouth.

D. P. (Newcastle).—"Nurses always seem to get to know directly a new type of bandage is put on the market." It goes round.

RUSTIC (Yorkshire).—"One thing I detested during my visit to London was the smell of the fumes from the buses." It got up your nose.

MISS M. (Brighton).—"He used to send me two kisses at the end of his love letters, although all the time he was courting another girl." So he double-crossed you from the start!

J. H. T. (Perth).—"I'm afraid there won't be any Santa Claus for my young sters this year." There can be, if you enter a good BULLET this week. For a few words on a coupon from page 47 you can win a big Christmas cheque, a Radio and a Family Hamper.

FATHER (Wexford).—"I tried to keep it from my family that I had put my hand through a pane of glass while cleaning the windows." It had to come out eventually, though.

MRS. J. M. (Wembley).—"I have complained to the council about the shortage of seats in the park, as one cannot enjoy listening to the band in comfort." You won't stand for it.

HOUSEHOLDER (Barnsley).—"I have already got several of my neighbours to sign a petition demanding an extension of our gardens." The plan is gaining ground?

(Many replies unavoidably held over)

STOMACH PAINS

A word of warning

It is high time that someone spoke freely and fearlessly about pains in the stomach.

No one can, no one *dare* let stomach pains continue unchecked, however slight they seem.

Equally futile, sometimes equally dangerous, is the habit of taking 'any old remedy' that claims to remove pain.

It may not be very difficult to find a remedy to lull your stomach pain *temporarily*. Even old fashioned treatments—bicarbonate and the like—may soothe pain *for a time*.

And there's the danger! You must never rest content with this temporary relief. Every pain, every member, has a cause. That cause you must find and destroy *scientifically* with Maclean Brand Stomach Powder. If you have a touch of Indigestion, Maclean Brand Stomach Powder will remove every trace of discomfort in double-quick time. Even in cases of the dread gastric and duodenal ulcer, the use of this soothing specific has often saved an operation.

Don't delay, for your own sake. The next time you feel stomach pains, no matter how slight, take Maclean Brand Stomach Powder. Your pain will go for good.

Be sure to ask your chemist for the genuine MACLEAN BRAND Stomach Powder with the signature "ALEX. C. MACLEAN." It is not sold loose but only in 1/3, 2/- and 5/- bottles and cartons of Powder or Tablets. New handy pocket tins of Tablets, 9d.

You're SAFE with Ever Ready front and rear electric lamps — you see *and you're seen.* No fuss or trouble. Just flick the switch — they're on. INEXPENSIVE—brilliant light for less than ½d. per hour. Headlamps from 2/6. Rear lamp 1/6.

EVER READY
REGD. TRADE MARK

SAFETY FOR 4/-

Headlamp Model No. 2036 2/6
Rear Lamp Model No. 2338 1/6

ELECTRIC CYCLE LAMPS

Made by The Ever Ready Co. (Gt. Britain) Ltd., Hercules Place London, N.7

THOUSANDS OF TINY 'ASPRO' PARTICLES..

Interesting Medical Discovery— Read this:

'ASPRO' makes a gargle that is INSTANTLY effective. It acts immediately—you don't have to wait—the SORENESS GOES—the spread of the infection stops. More than likely you won't need to gargle a second time. New facts have come to light regarding the swift healing action of 'ASPRO' when used as a gargle, for when you add two or three 'ASPRO' tablets to a half-glass of water almost IMMEDIATE DISINTEGRATION takes place. Thousands of tiny 'ASPRO' particles lie suspended in the liquid. After gargling, these adhere to the lining of the throat. The valuable antiseptic qualities remain in suspension at the root of the trouble—and they STAY there a considerable time—exerting the healing, soothing power of 'ASPRO' on the affected surface. After gargling it is good policy to sip some of the mixture. So this is our advice to-day :—

STOP THE SORENESS-STOP THE INFECTION-GARGLE WITH 'ASPRO'

COULD HARDLY MOVE A MUSCLE

6, Loudon Grove, Princes Park,
Liverpool, 8.

Dear Sirs,
I feel I must write and thank you for the instant relief I have obtained from your 'ASPRO' tablets. I had a very heavy cold and such pains across my shoulders that I could hardly move a muscle in my body (let alone work). My wife got me 6d. of 'ASPRO' tablets. I took some of them and went to bed. And to my surprise the pain was greatly eased, the cold in the head gone. I took the remainder the next night and now I am back at work again.

So thanking you and wishing your goods a better and larger sale.

I am, Yours gratefully,
LEONARD WALKER.

TERRIBLY SORE THROAT RELIEVED

Southall.

Dear Sirs,
I am writing to tell you what 'ASPRO' did for me. I never had a wink of sleep for a full fortnight. I was just about mad with pain in my head and my throat was terribly sore. I did not know where to put myself.

I got my husband to get me a packet of 'ASPRO' and this is the positive truth. After I had taken them I got a good night's sleep and felt almost better next morning. I had always had great faith in 'ASPRO' and always will.

Believe me, this is quite true—every word.

Yours truly, T. McVEY (Mrs.).

'ASPRO' consists of the purest Acetylsalicylic Acid that has ever been known to Medical Science, and its claims are based on its superiority.

Made in England by

ASPRO LIMITED
SLOUGH, BUCKS.

Telephone—SLOUGH 608

No proprietary right is claimed in the method of manufacture or the formula.

TRY 'ASPRO' FOR

INFLUENZA — COLDS
HEADACHES — LUMBAGO
NEURASTHENIA — IRRITABILITY
NEURALGIA — NEURITIS
SCIATICA — HAY FEVER
GOUT — NERVE SHOCK
RHEUMATISM — PAINS PECULIAR TO WOMEN
ALCOHOLIC AFTER-EFFECTS — MALARIA
TOOTHACHE — ASTHMA

All Leading Chemists and Stores Stock and Display 'ASPRO'

PRICES WITHIN THE REACH OF ALL 3D. 6D. 1/3 2/6

ASPRO

INCREASED one week 3-in-1 FIRST PRIZE and HUGE CHRISTMAS HAMPERS

FOR SOLVING JOHN BULL'S ENTERTAINING CROSSWORD!

£100 Between all Runners-up

UNLIMITED SURPRISE AWARDS

To each finder of entry containing only one less meritorious Answer than Runners-up, we shall forward a Special Surprise Award—to be posted simultaneously with publication of winning Square in "John Bull."

GIANT XMAS HAMPERS

to arrive just before December 25, containing:— Plump Xmas Fowl, Sausages, Xmas Pudding, Cake, Fruit, Chocolates, Cigarettes, Crackers, Biscuits, Fine Old Port—

ONE WITH EACH RUNNERS-UP PRIZE OF £1 OR MORE THIS WEEK

84

CLUES ACROSS

1. If actor hasn't this to play part correctly he'll look awkward
3. Many housewives have this of laundry every week
6. Rather invites being sat on
7. Many a farm-hand has to do this before starting day's work
9. Fresh
11. Denotes refusal
12. Large monkey
17. There are some motorists who seem anxious to do this on road
18. One who rides
20. When people are lacking in spirit what they want is this
21. Some few farmers keep a number of these
22. In centre of inlets
25. Begins essay
26. Afternoon meal
28. May get hashed when fighting
30. Produce eggs
31. Washerwoman uses one
32. It's nice to have one on when Derby is run

CLUES DOWN

1. Very bad one makes game poor
2. One skates on this
3. Storm is commonly indicated when this is in the air
4. Ends sleep
5. One is usually slow
8. Not out
10. You can get cheap ones at many seaside resorts
13. Shining lights are often seen round
14. Insect that makes honey
15. There are generally some ships on this
16. Modern ones are usually quicker than the old ones
19. When book is this, collectors may be anxious to get first edition
22. Tired mountaineers are glad to find one on their climb
23. You'll probably be nervous on this, the first time
24. Many people find it interesting, the first time they do this
26. Number in attendance
27. Everybody
29. Took a seat

ADDRESS ENTRY: CROSSWORD No. 84, "JOHN BULL," 57, LONG ACRE, LONDON, W.C.2. (Comp.)

READ THESE RULES CAREFULLY

1.—Complete puzzle in ordinary ink, not copying-ink or copying-ink pencil, cut out the whole Entry Form whether both puzzle squares are used or not. Entry-fee for one coupon (two squares) is SIXPENCE. For two coupons (four squares) send ONE SHILLING. For three coupons (six squares) send ONE SHILLING AND SIXPENCE. For four coupons (eight squares) send TWO SHILLINGS. Make Postal Order payable to Odhams Press Ltd., and cross it /& Co./; write name and address and date of posting on back of P.O., and fill in the number upon Entry Form; Entry Form to be posted as directed (not delivered by hand), to reach us not later than Saturday, November 13.

2.—In addition to four stamped Entry Forms from "John Bull," each entrant may submit FOUR EXTRA SIXPENNY ENTRY FORMS, provided these are taken from "John Bull's" five weekly "Crossword Gazette," or any other announcement of this Competition. Thus each entrant is limited to 8 Entry Forms (16 squares in all) and Entry-fee of 4s.

Should any single letter square be left blank, contain a letter which is not clear, or altered, or not given in ink, the corresponding properly indicated letter on adjoining Entry-square will be regarded as Entrant's intended letter for both Entry-squares. If entrant's answer cannot be so decided or such flaws occur in more than one letter square, Entry-square concerned will be disqualified, as will any mutilated coupon.

No responsibility is accepted for any entry lost, delayed not delivered, or misdirected, and no correspondence will be entered into.

3.—Winner and winning Puzzle Square will appear in "John Bull" on sale Tuesday, November 23. Should any competitor not announced as a winner believe that he entered a coupon eligible for a share of the First Prize he must demand a scrutiny by first post, Tuesday, November 30, in accordance with the directions given with result and enclosing £1 Scrutiny Fee. Any such scrutiny which may amend the result must be accepted as final. No scrutiny can be conducted in connection with the Runners-up Prize or Surprise Awards. Accordingly, entries are accepted only on condition that the result of our double adjudication establishing these winners is regarded as final. Merit is established according to the total number of Answers to Clues, both Across and Down, which agree with the winning Puzzle Square.

4.—Should the First Prize be shared, £750 Cash will be paid instead of the Three-in-one Award.

5.—Failure to comply with any of the Rules and Conditions involves disqualification.

6.—Employees of Odhams Press Ltd. and members of their families are not eligible to compete.

TERMS AND CONDITIONS ON PAGE 46.

X-WORD No. 82

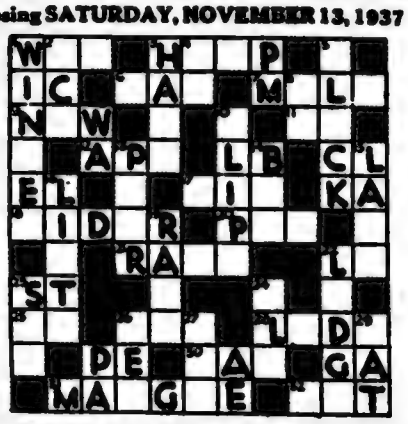
Winners on page 46

The Adjudication Committee decided that the most apt and accurate Answers used by competitors were those seen in the Square above.

Two blank spaces indicate that at these points LOLLY or POLLY and FLOD or FLOT were regarded as apt answers of equal merit.

Reasons for Committee's findings will appear in next week's "Crossword Gazette." Secure your free weekly copy by using reservation coupon on page 47.

"JOHN BULL" CROSSWORD No. 84. Closing SATURDAY, NOVEMBER 13, 1937



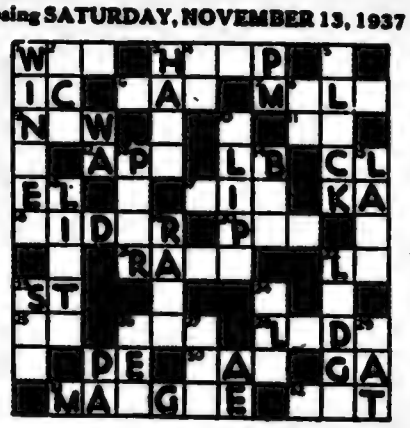
In entering this Competition, I agree to abide by the rules and conditions as final in all matters and I enclose
P.O. Value.....
No. .....

ENTRY FEE for 2 Squares 6d.

SIGNED .....
ADDRESS .....
.....

CUT ROUND THESE BROKEN LINES

"JOHN BULL" CROSSWORD No. 84. Closing SATURDAY, NOVEMBER 13, 1937



In entering this Competition, I agree to abide by the rules and conditions as final in all matters and I enclose
P.O. Value .....
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ENTRY FEE for 4 Squares 1s.

SIGNED .....
ADDRESS .....
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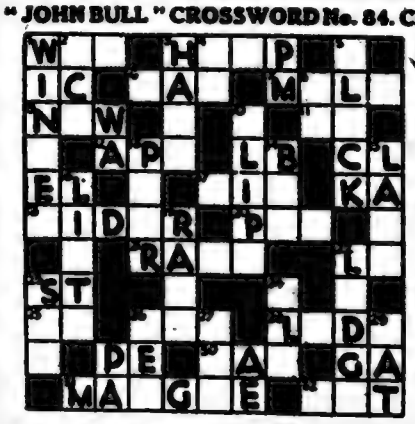
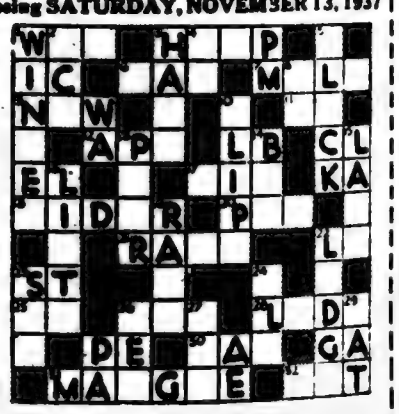
"JOHN BULL" CROSSWORD No. 84. Closing SATURDAY, NOVEMBER 13, 1937





In entering this Competition, I agree to abide by the rules and conditions as final in all matters and I enclose
P.O. Value.....
No. .....

ENTRY FEE for 6 Squares 1s. 6d.

SIGNED .....
ADDRESS .....
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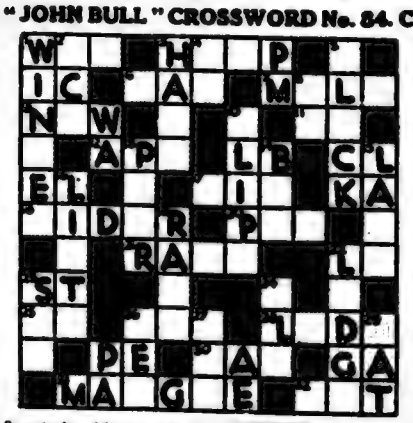
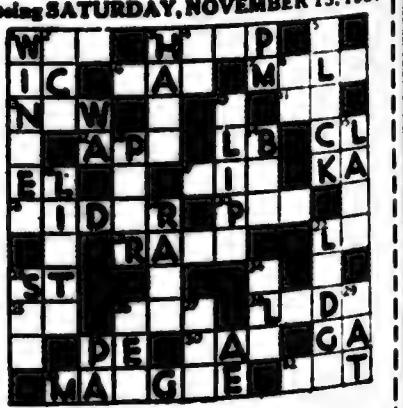
CUT ROUND THESE BROKEN LINES

"JOHN BULL" CROSSWORD No. 84. Closing SATURDAY, NOVEMBER 13, 1937





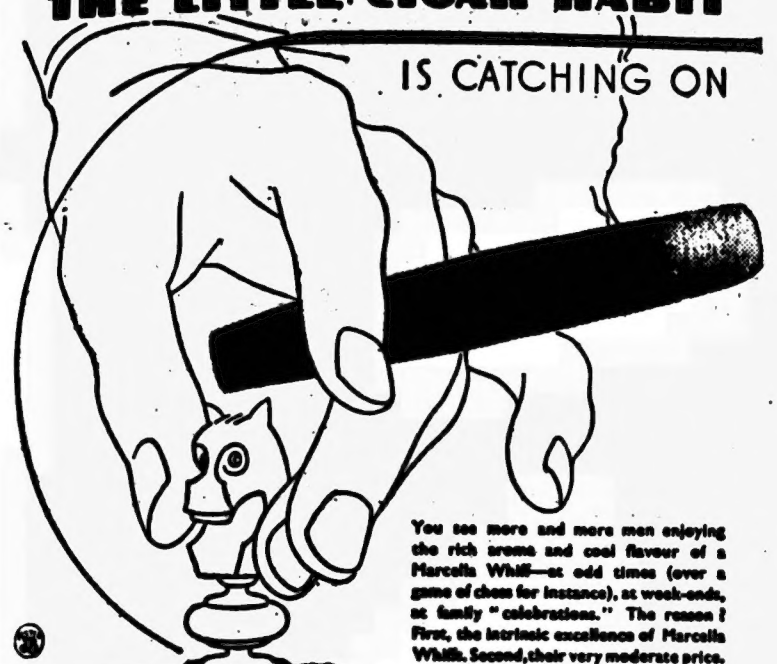
In entering this Competition, I agree to abide by the rules and conditions as final in all matters and I enclose
P.O. Value.....
No. .....

ENTRY FEE for 8 Squares 2s.

SIGNED .....
ADDRESS .....
.....

THE LITTLE CIGAR HABIT

IS CATCHING ON



You see more and more men enjoying the rich aroma and cool flavour of a Marcella Whiff—at odd times (over a game of chess for instance), at week-ends, at family "celebrations." The reason? First, the intrinsic excellence of Marcella Whiffs. Second, their very moderate price.

Marcella whiffs

3 FOR 6° • 5 FOR 10° • 10 FOR 1/8°

ASTHMA & BRONCHITIS

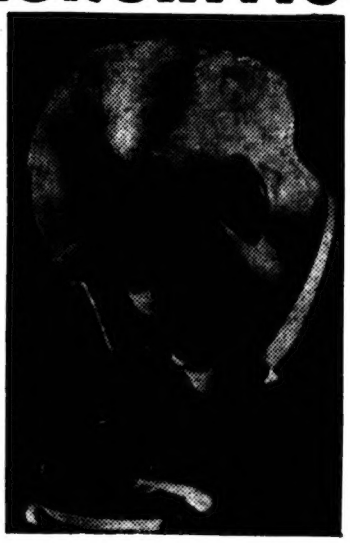
The most stubborn cases

ENDED INSTANTLY

This is no exaggeration but an accomplished fact to which hundreds of thousands of grateful users of POTTER'S ASTHMA CURE bear testimony. If your days are a dreary succession of coughing? If you are compelled to absent yourself from your employment? If your nights are even worse than your days? Don't delay, go straight to your chemist for a tin of Potter's Asthma Cure. Prove for yourself that here is the remedy that will give you instant relief—make your days as enjoyable as before and sleepless nights a thing of the past. Every chemist everywhere sells Potter's—it is the one remedy that will give you the relief you need.

Potter's Asthma Cure is also unequalled for Catarrh, Chest tightness, Hay Fever, Whooping Cough, Croup and all bronchial diseases of children. Contains no harmful drugs and does not cause headache. Every sufferer from any of these complaints should fill in the coupon below for the new edition of our FREE BOOKLET "Are you Asthmatic," which gives valuable information as to treatment of Asthma, Bronchitis, etc., as well as hints on health and diet.

Potter's Asthma Cure is supplied by all Chemists, Herbalists and Stores in full-sized tins at 1/6, or direct post free, 1/9.



Keep Potter's in the home ready for use—you will then prevent attacks at night when relief is so necessary.

Recommended by her Doctor. *Mrs. A. of Co. Durham, writes on Dec. 11th, 1936: "I am writing to tell you how much benefit I have received from using Potter's Asthma Cure. I was taken with a severe attack of asthma and tried all the so-called remedies and even my Doctor's, all of which gave me no relief. And the last time I sent for him, in one of my bad spells, he recommended me to try your Cure, which I immediately did and found that I got instant relief after using it. I might tell you that I now get hours of sleep; before it was only a matter of perhaps half-an-hour."*

POTTER'S ASTHMA CURE

To Potter & Clarke, Ltd., 60 Artillery Lane, London, E.1.
Please send me, post free, a copy of your valuable booklet "Are you Asthmatic?"

Name.....

Address.....

J.B.

All outdoor workers who suffer from Asthma or Bronchitis, and are obliged by their occupation to be out-doors in all weathers, should smoke Potter's Asthma Cigarettes and Smoking Mixture. Always carry a supply with you and thus avoid future attacks. Obtainable everywhere.

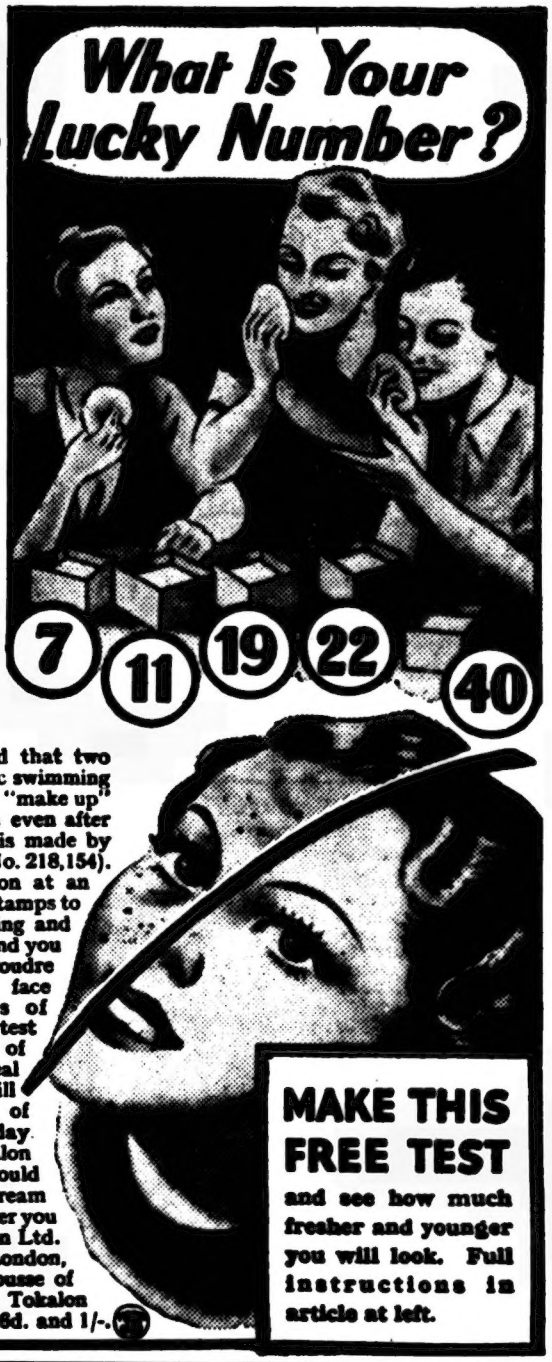
Give A Face Powder Party

at your home

FREE 100,000 SPECIAL BOXES

TOKALON MOUSSE OF CREAM FACE POWDER

to be distributed free for face powder parties, as below



GREAT HOLLYWOOD cinema stars have voted "thumbs down" on face powder that shows—that gives you a "made up" look. No matter what colour face powder you use, it may be the wrong colour for you. A certain blonde may look far better by using a brunette powder, and a brunette by using a blonde powder. The only way to know is by trying one colour on one side of your face and another colour on the other side, and see what a difference it makes. Poudre Tokalon Mousse of Cream powder is made in new and strikingly beautiful colours to suit every complexion. It is air-floated, invisible and waterproof. Daily newspapers said that two American girls in the Olympic swimming contest, who used waterproof "make up" had immaculate complexions even after immersion. Poudre Tokalon is made by a patented process. (Patent No. 218,154). It was purchased by Tokalon at an enormous price. Send 3d. in stamps to cover costs of postage, packing and other expenses, and we will send you free a special box of Poudre Tokalon Mousse of Cream face powder and six packages of different colours, and you can test them alone or with a few of your friends and have a real face powder party. We will also send you two tubes of Tokalon Skinfood for both day and night use. Crème Tokalon is the only cream which should be used with Mousse of Cream powder. State colour of powder you usually use. Address: Tokalon Ltd. (Dept. 222E), Chase Road, London, N.W.10. Poudre Tokalon Mousse of Cream powder and Crème Tokalon are both sold everywhere at 6d. and 1/-.

MAKE THIS FREE TEST

and see how much fresher and younger you will look. Full instructions in article at left.

"JOHN BULL"—THE ONLY PAPER TO PAY FIRE, STORM, FLOOD & SICKNESS BENEFITS

CUT HERE

JOHN BULL

Hand this Form to your Newsagent

To (Name of Newsagent).....

Address.....

.....

Please deliver or reserve JOHN BULL for me weekly until further notice.

Signature.....

Address.....

.....

..... Date.....

PLEASE WRITE CLEARLY.

J.B. 6/11/37

CUT HERE

Post this Form to

"John Bull," Registration Department, 122, Long Acre, London, W.C.2.

I have sent an Order Form to my Newsagent for the regular weekly delivery of "JOHN BULL." Please register me as a regular reader.

.....
Reader's Signature.

Age.....

Address.....

.....

.....

Name and Address of Newsagent.....

.....

..... Date.....

Use ½d. stamp. Don't seal envelope. A certificate setting out the full benefits and conditions and certifying registration will be sent if ½d. stamped addressed envelope is enclosed for return.

PLEASE WRITE CLEARLY. J.B. 6/11/37

Disease Germs Cause KIDNEY TROUBLES!

9,000,000 Tiny Tubes liable to attack!

Your kidneys, though each is no larger than your clenched fist, possess 9 million tiny tubes which work at high pressure day and night to keep blood clean and pure. When all these are working in harmony, this filtering process goes on unnoticed, for you are in perfect health. Then, perhaps, through a neglected cold, bad teeth or tonsils, or a hundred other causes, disease germs attack a few of these tubes—it may be in only one kidney—then spreads like wildfire—placing greater work and pressure upon the healthy filters—until they too break down. And so the vicious circle starts and kidney troubles go from bad to worse

Kill Kidney Germs and all suffering ends

One medicine—and one alone—Cystex—claims to destroy kidney germs—the cause of all such troubles as Burning, Itching Passages, constant "Getting up Nights," Leg Pains, Nerviness, Dizziness, frequent Headaches and Colds, Lumbago, Rheumatism, Swollen Ankles, Dark Circles under Eyes, Lack of Energy, or Cystitis, Pyelitis or Urethritis. Cystex is the prescription of an eminent Doctor of Medicine who first isolated the minute germs which attack the kidney filters and then found a means of destroying them.

Start to End Your Troubles in 24 Hours.

Cystex starts killing the germs in the Kidney and Urinary System in 2 hours, yet is absolutely harmless to human tissues. Combined in this famous prescription is a medicine which reinvigorates the kidneys, stimulates the entire system, and thus restores you to speedy vigorous health and strength. 24 hours after taking the first Cystex Tablet you feel markedly better—pain has ceased or lessened in intensity—while within 8 days you feel, and look, years younger than you have for a long time, because the germs in your kidneys have been destroyed and you are well and strong again.

£1000 Guarantee of Money Back if no benefit.

So confident are we of the power of Cystex to do you good—to rid your system of those germs which are attacking the 9 million tubes within your kidneys and which are the cause of your Kidney Trouble—to make you wholly and completely fit and well, that we will refund every penny of the money you spend on a Cystex Treatment at your Chemists, provided that you return the empty package to us should the treatment not be of benefit in your case. This is guaranteed in the sum of £1000 (one thousand pounds). This great confidence in Cystex is based upon the amazing results achieved by over 5 million one-time sufferers from all manner of Kidneys Troubles throughout the world. They found benefit—renewed health and vigour—in Cystex. So will you! If this is not so the treatment of Cystex will cost you nothing. You see you have everything to gain and nothing to lose by this generous offer. Go to your Chemist today for a full 8 or 24-day treatment of Cystex and start yourself on the road to complete and full health.

GRAVES Beats the World For Quality & Value

Every Lady should write today for the Graves Display of up-to-date Fashions illustrating the latest ideas in Ladies' Wear, all offered at money saving prices, on the fairest Terms ever made.

NO CHARGE FOR EASY PAYMENTS

Colchester.

A fine fancy weave cloth of excellent quality has been chosen for this attractive Coat, which is beautifully tailored and carefully finished in every particular. It is made in the fashionable semi-fitting style with self-material machine-stitched collar, and mounted with handsome American Opossum Fur revers. Sloping flap pockets, and an all-round self-material belt with ornaid slides, provide a smart finish to this stylish garment, which is lined through with Art. Silk to tone. Shades: Bottle, Nigger, Petrol Blue, and Navy. Sizes: S.S.W. to O.S. (Busts: 32 to 50ins.): Lengths: 46 to 50ins.

4/6 Monthly 95/-

Terms: 4/6 monthly.

PATTERNS FREE

Write for full range of actual cloth Patterns, Newest Models, Coats, Costumes, Frocks, Underwear, &c., in the latest styles. Ask for patterns of any garment required, with a self measurement form and full particulars. Sent per return post on request.

J. B. GRAVES LD. SHEFFIELD

A FINE PORTABLE TYPEWRITER

for only 12 Monthly Payments of £1

Without obligation, get full particulars of the unique offer made by the Smith Premier Typewriter Co. on p. 28. Fill in and post the Coupon NOW! Mention "John Bull" when writing.

STOP your RUPTURE Worries!

Why endure Rupture when you can be fit and active in a few days from now? Whatever your age or sex, whatever you have tried, we know the famous Brooks Rupture Appliance will STOP your worries for good—pleasantly, instantly and painlessly, in the privacy of your home, without interfering with work or pleasure! It's dangerous to neglect your Rupture. Don't wear a useless, old-fashioned truss. Instead, enjoy the comfort and security that only Brooks can offer—lead an active life, knowing that your Brooks is healing as well as holding. Feather-light, invisible, durable, yet really CHEAP IN PRICE. 3,500 doctors recommend Brooks. You owe it to yourself and family to find out about this proved invention. Avoid dangerous risks. Act now. Overcome your Rupture. Find out how you may TRY A BROOKS AT OUR EXPENSE. Send for free book now (sent in plain sealed envelope), and stop your rupture worries for ever!

COUPON for FREE BOOK

(Post to either London or Manchester)

BROOKS APPLIANCE CO., LTD.
(230L), 80, Chancery Lane, London, W.C.2.
(230 L), Hilton Chambers, Hilton Street, Stevenson Square, Manchester, 1.

Please send me by post in plain wrapper your Illustrated Book and full information about your Appliance for the Cure of Rupture and your 10 DAYS' FREE TRIAL OFFER.

Name .....

Address .....

(Please write plainly) .....

——Cut out and Post—TO-DAY

Make this Your HAPPIEST CHRISTMAS

This Radio would help

To show what joys are in store for scores of successful entrants in this week's magnificent Offer of Cash, Radios and Christmas feasts, here are a few typical tributes from those who have already captured such prizes.

* * *

"Incomparable," was the verdict of Mr. F. Sabey, 87a, Princess May Road, London, N., on the "Philips" Radio he won in *Bullets* No. 1,042. "Although very good, our old set had not the advantage of being all-wave. We are now able to listen-in from the ends of the earth."

* * *

Amongst the winners of Christmas Hampers in our 1,048th Contest was Mr. R. Knaggs, 5, Elizabeth Place, Gourock. "If all your Hampers brought as much happiness as ours did, then JOHN BULL did much to make many merry on Christmas Day," this competitor remarked.

"I have kept fowls for many years," we heard from Mr. S. A. Wigby, 230, Hu[illegible] Road, Hessle, but my wife and I must admit that we have never tasted a more tender bird than the Surrey Fowl which won in *Bullets* 1,053rd Contest."

* * *

Hundreds of invitations are now being prepared for JOHN BULL's giant Christmas Party of 1937, culminating in the Record Offer heralded on opposite page. This week you have splendid opportunities to capture a plump Surrey Fowl or a substantial cheque with a bumper Hamper *and* a superb "Philips" Radio, superior even to that of the winner mentioned here. You have only a few days in which to secure one of this Contest's fine Christmas prizes, so begin on your *Bullets* to-day!

RESULT OF "BULLETS" No. 1,092

First Prize, £25 Monthly, £1,000 cash, Car, Television Set and Celebration Week or £3,000 cash.

T. D. BROWN, 113, Green Lane, Acklam, Middlesbrough, Yorks.

Example: JOHN CITIZEN
Bullet: "GENTLEMAN" *Keeping* BRITANNIA "STANDING."

SECOND PRIZE £200:
E. C. BENNETT, 19, Tennyson Avenue, Bastington, Sussex.
Example: Thinking Of Sonny
Bullet: Wishing Future As "Rosy."

THIRD PRIZE £100:
J. PIPER, 238, Brettenham Road, London, E.
Example: Britain's Watchdog
Bullet: "Sleepless" As Her Taxpayers!

FOURTH PRIZE, £50:
L. V. SMITH, West End, Shipdham, Norfolk.
Example: To Make The Road Safe
Bullet: Cut Out Glory's "Dazzle"!

FIFTH PRIZE, £40:
A. H. MARTIN, 7, Keyfield, St. Albans, Herts.
Example: John Citizen
Bullet: "Brick" Mosley Won't "Catch."

OTHER PRIZES:

£30: W. SIBLEY, 21, Richmond Street, Bristol. Our Daughters—"Unblushing"—Have Healthy Glow. (Entered on "Target" Prize coupon.)

£20: F. RAWNSLEY, 3, Hospital Fields, York. Struggle For Supremacy—Bewilders Church's Humble Followers.

£19: E. S. SHIEL-PORTER, Keymer Avenue North, Peacehaven. What Home Means—*Cluster* And The *Earth*.

£18: D. BURGE, 1, Vine Cottage, Dunster. Mr. Stick-In-The-Mud — Politician — But "Neck's" Visible!

£17: W. THOMAS, s.s. "Northern Coast," Trafalgar Dock, Liverpool. To Make The Road Safe—But *Fund* "Suffered Casualties."

£16: Mrs. S. CAMPBELL, "Barmore," Bridge-of-Allan. What Home Means—To My "Regiment," "Canteen."

£15: Miss HOUSE, 166, Heath Lane, Dartford. An Angel Came And—Visiting "Paradise Place," Wept!

£14: Miss E. HOWE, Hampstead General Hospital, N.W. Lost Her—Propeller, Going Astern—Geneva.

£13: Mrs. B. CRUMP, 2, Exe[illegible] Park Mansions, Bournemouth. To Make The Road Safe—Widen It: Wi[illegible] It!

£12: Mrs. W. CADMAN, 44, S[illegible]degate Lane, Ipswich. Divorced—So Children Start "Shackled" (Entered on "Target" Prize coupon.)

£11: J. H. ROWLEY, 93, Park Road Blackpool. Recruiting—"Preached"—But War "Set" soon."

£10: Miss I. MEIERHOFER, 125, Tynemouth Road, Newcastle-on-Tyne. What Money Does—Excuse What Money making Did.

2 of £9: C. LEACH, Southview, Forest Town, Mansfield, Notts. Our Daughters—Dominions—Needing "Young Men."

A. PIMLOTT, Widdrington, Morpeth. Between Wars—"Summer"—Then "Cold Back."

2 of £8: Mrs. W. K. BLAKEWAY, 40, Palmerston Court, S.W. Fences—With "Crumpled Foil": Hospital.

T. MURRAY, 17, Ashleigh Gardens, Cleadon. Fences—Sword-swallower. Offered A Semi[illegible]

2 of £7: A. McINTYRE, 51, Dorset Street, Glasgow. What Home Means—Parents "Roll" Children's "Springboard."

Mrs. R. A. MOIR, 11, Hollin View, Leeds. John Citizen — *Junior* — Dunce "Outwits" Teacher!

3 of £6: L. BROADBENT, 121, High Street, Harrogate. Our Daughters — Glamorous — Dynamic — Ravishing—Spinsters!

M. GRIMBALDESTON, Bell Eyd Cottage, Wood Plumpton, near Preston. Up At The Top—We've Specialists In Generalising!

E. WENN, 36, Elm Drive, North Harrow. What We Can't Do—"Order" Japanese Cotton Boycott!

A list of all other Cash Prizewinners can be seen at the offices of "John Bull." In Competition No. 1,092, 30 competitors qualified to receive a Bonus Presentation of £1.

4 BIG CHEQUES WON IN CROSSWORD No. 82

In connection with Crossword Competition No. 82, the Adjudication Committee decided that the senders of the [illegible] lots of Answers on one Square (see page 44) were the following four competitors:—

Mrs. G. Bishop, Leicester Road, Saxmundham, Nr. Leicester; R. Brown, 6, Richmond Avenue, Uddingston, Lanarkshire; G. Forbes, Hawley Hospital, Dunstaple, N. Devon; F. Leach, 360, Halifax Road, Rochdale, Lancs.

Subject to the Terms and Conditions of the Competition, these competitors share the First Prize of £500 and [illegible] will be sent to each, together with a £6 10s. 0d. All-wave "Vidor" Radio.

Any other entrant who believes that he submitted a Square eligible for a share of this Prize must demand a [illegible] than First Post, Tuesday, November 9, sending £1 Scrutiny Fee, copy of all Squares submitted and Postal Order [illegible] to be registered, marked "Scrutiny" and addressed to the Competition Editor of "John Bull."

No scrutiny can be undertaken in connection with the £100 Award to Runners-up. This Prize has been divided between competitors from whom we received Squares indoor in merit by reason of only one [illegible] and accurate Answer [illegible] best Squares received. These winners will each receive £3 6s. 6d. A list of these Runners-up can be seen at the "John Bull" [illegible] and all have been notified.

A useful Surprise Award for each of 265 entrants from whom we received a Square differing from Squares of Runners-up by only one less meritorious Answer will be posted this week.

THE £100 BONUS OFFERED IN CONNECTION WITH CROSSWORD COMPETITION NO. 80 HAS BEEN DIVIDED BETWEEN THE COMPETITORS AND PAYMENTS OF £10 HAVE BEEN DESPATCHED.

CROSSWORD No. 84—TERMS AND CONDITIONS

On page 44 is presented the eighty-fourth of JOHN BULL'S entertaining Crossword Puzzles; you are invited to exercise your skill and knowledge by completing it with the guidance of the Clues provided.

Aptness and accuracy of Answers in relation to the Clues form the standard of excellence by which entries will be judged, and all decisions will be based on the Answers of Competitors. This judging will be carried out under the supervision of the Adjudication Committee consisting of the following: The Editor of JOHN BULL; Doctor Lascelles Abercrombie, Litt.D., D.Lit., M.A.; and Doctor C. E. M. Joad, M.A., D.Lit.

Each entry received will be carefully considered, and the First Prize-winner will be the competitor who on one [illegible] has completed the Puzzle and has given what, in the opinion of the Adjudication Committee, is the best set of Answers to the Clues provided. And this set of Answers will constitute the winning Puzzle Square.

If at any points in the Puzzle where a choice of words exists the Adjudication Committee decides that no one word [illegible] can be preferred on the test of aptness and accuracy, then competitors there using words of equal merit as Answers will be regarded as having tied at those points, which will be duly indicated when result and winning Puzzle Square appear in JOHN BULL published Thursday, November 25, 1937. The runner-up which decided the Committee's Award will be published in the [illegible] free weekly "Crossword Gazette," obtainable on [illegible] page 47. The Second Prize will be awarded to the competitor whose entry is next in order of merit. In the event of a tie or ties the appropriate cash prize will be equally divided. [illegible] more than one cash prize and one other prize will be allowed to one entrant in any one contest.

Acceptance of the findings of the Adjudication Committee in regard to the most meritorious entries and of the Editor of JOHN BULL in all other matters is a condition on which entries are accepted and is legally binding on all entrants for the Crossword Competition.

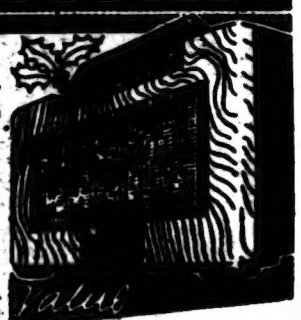
BIG NEW 3-in-1 PRIZES and XMAS FEASTS DOUBLED!

£300

BULLETS FIRST FOR 2 3 or 4 WORDS

PLUS BIG XMAS HAMPER containing Plump Fowl, Sausages, Xmas Pudding, Cake, Fruit, Chocolates, Cigarettes, Crackers, Biscuits and a Bottle of Fine Old Port.

AND SUPERB 5-VALVE ALL-WAVE PHILIPS "MONO-KNOB" RADIO



One knob to turn—and in comes unlimited radio entertainment from the ends of the earth with glorious tone and uncanny fidelity.

15 Guineas

1096

10,519 OTHER PRIZES

£50 PLUS RADIO & HAMPER

£25 PLUS RADIO & HAMPER

£15 PLUS RADIO & HAMPER

£10 PLUS RADIO & HAMPER

£5

£4 PLUS XMAS FOWL

£3.10 PLUS XMAS FOWL

£3 PLUS XMAS FOWL

6 of £2.10s. EACH PLUS XMAS FOWL

300 of 2/6
2,000 "DOUBLE-STAR TARGETS"
8,000 "STAR TARGETS"

CLOSING POSTMARK SATURDAY NOV 13

200 PLUMP XMAS FOWLS TO ARRIVE IN GOOD TIME FOR DEC. 25

HUGE ONE-WEEK SHOWER OF "BULLETS" CASH, RADIOS AND XMAS FEASTS!

NEARER and nearer comes the Christmas season and here is the third grand batch of invitations to JOHN BULL'S huge 1937 Christmas Party, with big new 3-in-1 prizes and a *doubled* number of the famous Long Acre Christmas Feasts.

Enter one of the five best efforts of this seasonable one-week Offer and, besides a substantial cash sum, you will receive a bumper Family Hamper at Christmas and a superb "Philips" £15 15s. Radio—the finest instrument yet seen in our prize-lists this year, and one which will provide you with endless entertainment, not only at Yuletide but for months and months to come.

These attractive new 3-in-1 Christmas prizes are followed by a fine series of substantial cheques, each of which will be supplemented by a Christmas Feast; then come 200 plump Surrey Fowls, also of the famous Long Acre quality.

For a one-week Contest like this, to-day is the best time to begin on your *Bullets*. If you want your share of its 10,520 prizes, start on your entry as soon as you have read the simple instructions below.

HOW TO MAKE "BULLETS"

GET out your pencil and paper. Make a note of, say, half a dozen *Examples* which appeal to you and against each one jot down all the ideas it suggests to your mind. In this simple manner you will soon have gathered all the material you require for making *Bullets*.

One of those rough notes of yours may well contain the germ of a First Prize effort, for most winning *Bullets* have been the polished results of a first thought.

Each of your *Bullets*, remember, must consist of TWO, THREE or FOUR words of apt and original comment, closely linked with the chosen *Example*. For instance, taking the *Example* MORE CAKE, to mean more of life's good things, your rough note might be *For Everybody If There Is World Peace*. That comment is much too long as it stands, but from it you can easily produce the typical *Bullet*, MORE CAKE—FOR ALL—*Nations* "Wmnsm."

Before starting on the *Examples*, study the neat phrasing of the leading *Bullets* in our 1,092nd Contest, which appear on the opposite page. Then begin on your own efforts, for your entry must be postmarked on or before Saturday, November 13.

Add 2, 3, or 4 words to any "Example"

(Competition No. 1,096)

HURTS BRITANNIA
OPTIMISM PAYS, SO
THE REAL PROBLEM
FATE WAS KIND AND
UNFIT FOR WORK
IDEAL LANDLORD
AS I UNDERSTAND IT
INNOCENT OR GUILTY
AT THE CHRISTENING
VULGAR DISPLAY
GOING THROUGH IT
IT'S SNOWING BILLS, BUT
WITHOUT COAL
DAD'S DREAM
BRICKLAYERS
MY LOVE
DIVERTING
MORE CAKE
COMPLACENTLY
PRECIOUS
IN DESPAIR
ON APPROVAL
WIDOWS
LOCKED UP
OUT OF SEASON
VALUABLE ASSISTANT
LIKE A MAGNET
TOO FRIENDLY
WAY SHE BEHAVES
IN THE DEAD OF NIGHT
GUARANTEED
WON'T HOLD WATER
"IT'S A BIT THICK!"
AFTER A DRINK
OUGHT TO BE ALLOWED
HEALTH AND BEAUTY

RECORD XMAS OFFER COMING

In "Bullets" Competition No. 1,096, coming shortly, a mighty offer of Cash, Christmas Feasts and Bonuses value over £4,000 will be headed by a First Prize of £3 weekly and £1,000 Cash, or £2,000 and £50 Radiogram if preferred by Winner.

FREE TO OBTAIN SIX FREE ISSUES OF "BULLETS BULLETIN" (AND CROSSWORD GAZETTE) YOU ARE INVITED TO ENCLOSE THIS COUPON WITH "BULLETS" OR CROSSWORD ENTRY.

Please register me for six weeks' free supply of *Bullets Bulletin* and JOHN BULL'S *Crossword Gazette*. I have affixed 3d. in stamps to this coupon for postage.

NAME _____

ADDRESS _____

Supply can be arranged more speedily by posting coupon direct to BULLETIN DEPT., ODHAMS PRESS LTD., 30, Bedford Street, W.C.2.

Affix 1½d. stamp here

Affix 1½d. stamp here

If you wish to use Advertiser's coupon on back, you can apply for your free issues of "Bullets Bulletin" on plain paper.

EXAMPLE
BULLET
EXAMPLE
BULLET

(1,096) Closing postmark SAT., Nov. 13. P.O. No. .....

I agree to enter in accordance with the rules announced on this page. With 1 Coupon send P.O. for 6d.

Signed .....
Address .....

Enter name and full address on each coupon.

EXAMPLE
BULLET
EXAMPLE
BULLET

(1,096) Closing postmark SAT., Nov. 13. P.O. No. .....

I agree to enter in accordance with the rules announced on this page. With 2 Coupons send P.O. for 1s.

Signed .....
Address .....

YOU CAN POST YOUR ENTRY UP TILL LAST POST SATURDAY, NOVEMBER 13.

EXAMPLE
BULLET
EXAMPLE
BULLET

(1,096) Closing postmark SAT., Nov. 13. P.O. No. .....

I agree to enter in accordance with the rules announced on this page. With 3 Coupons send P.O. for 1s. 6d.

Signed .....
Address .....

"Bullets" must consist of TWO, THREE or FOUR words.

EXAMPLE
BULLET
EXAMPLE
BULLET

(1,096) Closing postmark SAT., Nov. 13. P.O. No. .....

I agree to enter in accordance with the rules announced on this page. With 4 Coupons send P.O. for 2s.

Signed .....
Address .....

If you want to enter further "Bullets" you can write them on plain paper.

NEWSAGENTS' PRIZES.—Cheques for £5, £2 and £1 respectively will be paid to the newsagents from whom the chief winners in "Bullets" No. 1,096 usually purchase "John Bull."

ENTRY-FEE.—Enclose a Postal Order with your entry at the rate of 6d. for each Coupon submitted. This should be made payable to "John Bull" and crossed /& Co./.

READ THESE RULES CAREFULLY.

1. The First Prize will be awarded for what, in the opinion of the Judges in consultation with the Editor, is the best Bullet received and the other prizes in order of merit, the test being cleverness, aptness and originality. The Editor undertakes that every Bullet received shall have careful consideration by a competent staff of qualified judges. 2. Only two attempts may be written on each coupon and a postal order must be enclosed at the rate of 6d. for each coupon made use of. This must be made payable to JOHN BULL and crossed /& Co./. Entrant's name, address and date of posting must be written on back of postal order, the number of which must be duly noted on each coupon submitted. Coupons must not be mutilated. 3. The Editor's decision on any matter of dispute arising in connection with this competition must be accepted as final and legally binding in all respects and acceptance of this rule is an express condition of entry. Employees of Odhams Press Ltd. and their families are not eligible.

ADDRESS ENTRY: "Bullets" No. 1,096, "John Bull," Long Acre, London, W.C.2 (Comp.)

Don't let LEG TROUBLES CRIPPLE *YOU!*

Elasto Will Lighten Your Step!

"Oh! My poor Legs."

"For years it was misery for me to walk, my legs and instops would swell and the pain was awful! Finally an ulcer broke out on my ankle and I could not walk or stand except for a few minutes at a time. Then my son advised me to try Elasto and . . ."

How the Leg-Weary Are Being Made Nimble and Active by this Wonderful New Biological Remedy.

LEG ACHES and pains soon vanish when Elasto is taken. Painful, swollen (varicose) veins are restored to a healthy condition, skin troubles clear up, those agonising leg wounds (known as "bad leg") become clean and healthy and quickly heal, piles disappear, inflammation and irritation are soothed, rheumatism simply fades away, and the whole system is braced and strengthened. This is not magic, *although the relief does seem magical*; it is the natural result of revitalised blood and improved circulation brought about by Elasto; *the tiny tablet with wonderful healing powers.*

Read What Other Users of Elasto Say:

"No sign of varicose veins now."
"Elasto put new life into me."
"My doctor highly praises Elasto."
"Now walk long distances with ease."
"Elasto has cured my bad legs."
"Cured my rheumatism and neuritis."
"Now free from piles."
"I feel 10 years younger."
"I had suffered for years with a weak heart, but Elasto cured me."
"It put me on my feet."
"All signs of phlebitis gone."
"Completely cured my varicose ulcers."
"I am now free from pain."
"My skin is as soft as velvet, thanks to Elasto."
"As soon as I started taking Elasto I could go about my work in comfort, no pain whatever."
"Varicose veins quickly cured after 12 years of useless bandaging."
"Cured my swollen legs, although I had been suffering for years."
"Had rheumatism so badly I could hardly walk, but Elasto cured me." Etc., Etc.

ELASTO is based upon ascertained facts relating to the electro-chemical processes of the body that support life, rebuild and repair the living tissue, and serve to maintain health and vigour of body and mind. Elasto will save you pounds!

Send for FREE SAMPLE

Fill in Coupon below.

"I can now Walk for Miles."

"....after using your remedy I am happy to say I am completely cured and can now walk for miles. I cannot praise Elasto enough, as I thought I would never walk again. Your remedy is truly wonderful."

Mrs. L—— S——

For All Readers of "John Bull"

FREE

A Generous Sample of These Wonder Tablets

SIMPLY fill in the Coupon for a Free Sample and a Special Free Booklet fully explaining Elasto, the New Biological Remedy. These, together with copies of recent testimonials, we will gladly send privately, post free. Don't lose another moment! Write for these to-day—NOW, while you think of it! And see for yourself what a wonderful difference Elasto Blood Remedy makes!

This offer is too good to be missed! ★

ELASTO (Dept. 15),
Cecil House, Holborn Viaduct, London, E.C.

Elasto

The Wonderful New Biological Remedy

Not a Drug, but a Vital Cell Food!

ELASTO is something new to curative science; it is based on the knowledge that muscular weakness, varicose veins, bad leg, rheumatism, hardened arteries, heart weakness—to name but a few of the many ailments associated with bad circulation—are deficiency diseases; that in all such conditions there is a lack of certain vital constituents of the blood.

Owing to this lack, the body is unable to build up the elastic tissue needed to maintain the vein and artery walls and the membranes in a healthy condition, and a state of flabbiness results.

Elasto restores to the blood the vital elements which combine with the blood albumin to form organic elastic tissue and thus enables *Nature* to restore elasticity to the relaxed and devitalised fabric of veins, arteries, and heart and so to re-establish normal circulation; *the real basis of sound health.*

Elasto Cures Through the Blood!

Every sufferer should test this wonderful new biological remedy which quickly brings ease and comfort and creates within the system a new health force; overcoming sluggish, unhealthy conditions, increasing vitality and bringing into full activity *Nature's own powers of healing.* Prepared in small, delicate tablets, by a special process, Elasto dissolves instantly on the tongue and is absorbed directly into the blood stream, thereby actually restoring the natural power of healing to the blood! It is not a drug, but a vital cell-food which must be present in the blood to ensure complete health. For the outlay of a few shillings you can now enjoy the tremendous advantages of this Modern Scientific Remedy which has cost thousands of pounds to perfect.

Not Magic—Just Logic

In all diseased conditions, no matter what the ailment may be, the blood stream is at fault, and no treatment can give lasting results if this all-important fact is overlooked. Keep the blood free-running, like a deep, fast-flowing river, enrich it with the necessary elements for cell building, and for the removal of toxic and acid waste materials, and health *must* result. This is precisely what Elasto, the Wonderful Biological Remedy, is designed to do; it is actually what Elasto does, surely and effectively, by a method new to curative science. No drugs; no adhesive bandages: *Elasto Cures Through the Blood!*

COUPON ★

For Free Trial Sample of Elasto

ELASTO (Dept. 15), Cecil House, Holborn Viaduct, London, E.C.

Please send me Free Sample and Special Free Booklet fully explaining how Elasto cures through the blood.

NAME .....
(Please Print in Capital Letters)

ADDRESS.....

.....

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J.B. 6.11.37.....
Issued by The New Era Treatment Co., Ltd.

Elasto will save you pounds!

285 B 96

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